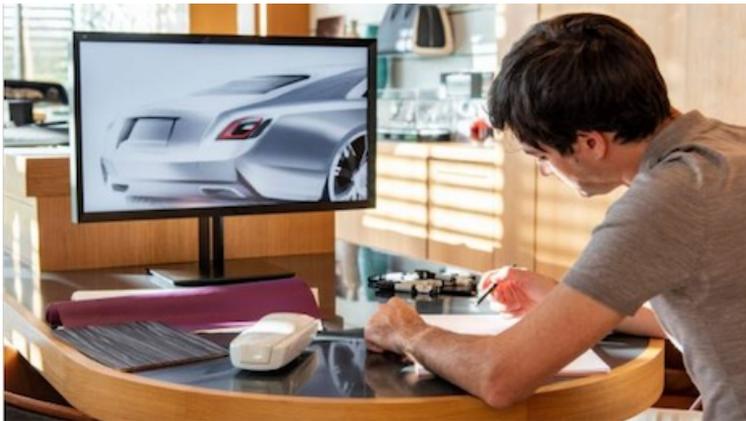


AUTOMOTIVE

## Rolls-Royce expands digital showroom to streamline client experiences

December 3, 2020



*Rolls-Royce is digitizing its bespoke commissioning process. Image credit: Rolls-Royce*

By LUXURY DAILY NEWS SERVICE

British automaker Rolls-Royce is upgrading its virtual showroom offering for its London flagship as it relocates its boutique and aims to reach more digitally-savvy drivers.

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The effort comes as more car buying has shifted to online and digital platforms over the course of the pandemic and subsequent lockdowns, even among the ultra-affluent set. Now, clients will be able to commission bespoke Rolls-Royce vehicles from home.

"Rolls-Royce clients do not react to change, they drive it," said Julian Jenkins, regional director of Rolls-Royce Motor Cars U.K., Europe, Russia and Central Asia, in a statement. "In this spirit, experts operating from the marque's showrooms constantly evolve their offering to ensure that they provide the world's most discerning consumer group with the most relevant services through the very latest communications channels.

"To this end, experts from the marque's home market flagship dealership, Rolls-Royce Motor Cars London, have reacted to several accelerating trends in client behavior, prompted in part by the arrival of the most advanced Rolls-Royce yet new Ghost," he said. "Indeed, the showroom's practices reflect a new standard in customer centricity."

### Virtual showroom

According to Rolls-Royce, the bespoke commissioning process has increasingly been conducted through encrypted digital messaging services. That process is now being formalized through a full virtual showroom experience with Rolls-Royce Motor Cars London.

A virtual walkaround is the most popular service and is conducted through secure video conferencing, allowing clients to learn about all of the technologies available across the marque's portfolio.

Through "Effortless Servicing," clients can use their preferred form of communication, including the Rolls-Royce Whisper mobile application, to arrange for their vehicle to be picked up, serviced, fully detailed and sanitized before being returned at their convenience. If desired, a client can also select another Rolls-Royce model to have while their personal vehicle is being serviced.



*The new Rolls-Royce Ghost. Image credit: Rolls-Royce Motor Cars*

The concierge team at the flagship can also arrange personal driving experiences, as well as private shopping experiences, assistance with baby seats and one-on-one trainings for off-road driving.

This range of services will continue to be offered once Rolls-Royce moves into its new showroom location on Berkeley Street in London's Mayfair neighborhood.

Similarly, German automaker Mercedes-Benz is expanding its online showroom services with a focus on the United Kingdom.

Prospective Mercedes clients in the U.K. can now book home test drives and deliveries through the online showroom, which retails new and approved used cars from participating dealers. Automakers have been leveraging technology to help them adapt to lockdowns and social distancing ([see story](#)).

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