

AUTOMOTIVE

## Rolls-Royce unveils interview with violinist as part of 'Inspiring Greatness' series

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*Mr. Siem takes a Wraith for a tour of the British countryside. Image credit: Rolls-Royce*

By LUXURY DAILY NEWS SERVICE

British automaker **Rolls-Royce** has profiled violinist Charlie Siem in the latest installment of its "Inspiring Greatness" video series.

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The series bolsters the authenticity of the automaker's brand by showcasing the talents of individuals who achieve great success in their fields. A soloist and recording artist, in the short, Mr. Siem discusses the mental challenges of performing music that is technically demanding.

"Charlie Siem defines what it means to be a classical musician in the modern era," said Torsten Mller-tvs, CEO of **Rolls-Royce Motor Cars**, in a statement. "His sensibilities are founded in tradition by those who have inspired him not least, by Yehudi Menuhin, yet his mastery and musical delivery engage new audiences - all of which we can relate to as a marquee."

### Spotlight on the maestro

Born in London to a Norwegian father and British mother, Mr. Siem began learning the violin at 3 after hearing Beethoven's Violin Concerto played by Yehudi Menuhin. After receiving a degree in music from the University of Cambridge, he studied violin under Itzhak Rashkovsky at the Royal College of Music.

The short explores how Mr. Siem seeks to connect with music in a way that transcends the physical act of playing his instrument. To illustrate his attachment to craftsmanship, he speaks reverently of his violin the 1735 Guarneri del Ges known as the D'Egville' which he refers to as an extension of his body.'

*The series profiles individuals who achieve greatness in their fields.*

Later in the film, a connection is made between Mr. Siem's abilities and the excellence of a Rolls-Royce. Indeed, Mr. Siem seizes the chance to experience what he calls the majesty' of the Wraith on a drive through the British countryside.

"It's incredibly impressive and indulgent to be sitting in this luxurious cabin, hearing almost nothing, with all this power right in front of you," he said.

Previous episodes in the "Inspiring Greatness" series include interviews with Tom Sellers, the Michelin-starred chef, photographer and explorer Cory Richards and media artist Refik Anadol.

Experts are betting that cash-rich affluents will speed the luxury car market out of its pandemic-induced pause in 2021, aided by pent-up demand, online innovation and the continuing shift towards electric vehicles.

In the months ahead, the arrival of new technology as well as new models, hybrid vehicles and electric cars will boost sales of super-premium vehicles.

Diminished supply is another factor likely to push sales of luxury cars higher in 2021 as brands like Lexus, Mercedes-Benz, BMW and Land Rover have significantly lower levels of supply than the non-luxury segment ([see story](#)).

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