

AUTOMOTIVE

Rolls-Royce reveals first EV, full electrification plans

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The first EV from Rolls-Royce will hit roads in late 2023. Image credit: Rolls-Royce

By LUXURY DAILY NEWS SERVICE

British automaker Rolls-Royce has confirmed its first, long-awaited fully electric vehicle, marking a turning point for the marque.

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Named the Spectre, the battery electric vehicle is expected to come to market during the fourth quarter of 2023. Rolls-Royce also plans to have a fully electric model lineup by 2030, joining other luxury automakers including Bentley.

"I am proud to announce that Rolls-Royce is to begin the on-road testing program for an extraordinary new product that will elevate the global all-electric car revolution and create the first and finest super-luxury product of its type," said Torsten Müller-Övs, CEO at [Rolls-Royce Motor Cars](#), in a statement.

Electric past and future

Rolls-Royce announced on Sept. 29 that global testing of the Spectre will cover 2.5 million kilometers, or about 1.55 million miles, in a simulation of 400 years of use.

The forthcoming EV is underpinned by the automaker's spaceframe architecture, first introduced with the Phantom in 2017.

Although the Spectre is the first EV from Rolls-Royce, the marque traces its association with electric mobility to the early 20th century, when cofounder Henry Royce began producing electric motors for London's Pritchett & Gold, a battery-maker that had diversified into building electric cars.

The waitlist for the Spectre is now open

Cofounder Charles Rolls experienced an early electric motor car, the Columbia, and predicted that electric cars had a bright future.

While the automaker's founders never built an electric vehicle themselves, Rolls-Royce believes their legacy is a competitive edge.

"Electric drive is uniquely and perfectly suited to Rolls-Royce Motor Cars, more so than any other automotive brand,"

Mr. Miller-tvs said.

Rolls-Royce has been experimenting with electric powertrains for several years.

In 2011, the automaker introduced the 102EX fully electric-powered Phantom, its first electric test vehicle ([see story](#)). A second-generation electric prototype, the 103EX, followed in 2016 ([see story](#)).

Mr. Miller-tvs also announced the full electrification of Rolls-Royce by 2030, moving away entirely from internal combustion engines.

"Now we begin a remarkable undertaking," Mr. Miller-tvs said. "I am proud that we will continue to propel the world's most progressive and influential women and men into a brilliant, electrified future."

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