

AUTOMOTIVE

Rolls-Royce's Boat Tail makes public debut

October 4, 2021



The Boat Tail made its public debut in Lake Como, Italy. Image credit: Rolls-Royce Motor Cars

By LUXURY DAILY NEWS SERVICE

British automaker Rolls-Royce Motor Cars has publicly unveiled its newest coachbuilt creation.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246** ▶

Although images of the Boat Tail were revealed this spring, the car was displayed in public for the first time on Oct. 2 and 3 at Lake Como's Concorso d'Eleganza Villa d'Este. It is the first coachbuilt vehicle from Rolls-Royce since 2017.

"It is a truly historic moment for the marque," said Torsten Müller-Ötvös, CEO at **Rolls-Royce**, in a statement.

"We are leading a modern coachbuilding movement that takes the wider luxury industry into an entirely different space, where hyper-personalization and contemporary patronage provide essentially limitless possibilities."

Boat Tail debut

The Boat Tail is a hand-built, one-of-a-kind automobile, akin to a vehicular version of haute couture.

The commissioned car was inspired by the clients' own 1932 Rolls-Royce Boat Tail.

Most notably, the modern iteration opens a yacht-style rear deck with a single push of a button. This reveals a hosting area complete with a double refrigerator specifically designed for the clients' favorite Champagnes, Christofle cutlery, cocktail tables and stools.

With a cool coastal blue exterior, the Boat Tail includes dark blue interior leather, a 15-speaker bespoke Rolls-Royce audio system, nautical touches and other custom details.

It took almost four years to design and hand-build the Boat Tail

The first Boat Tail was only available for viewing by guests and media at Concorso d'Eleganza Villa d'Este for two days. The event, which is typically held in May, is also where Rolls-Royce debuted its previous coachbuilt car in 2017.

The Sweptail was commissioned in 2013 by an anonymous brand enthusiast who approached Rolls-Royce's bespoke division. The discerning individual wanted to create his ideal two-seat Rolls-Royce because the current models did not fit his specifications.

Rolls-Royce's one-off Sweptail is a nod to the swept-tail design of its vehicles from the 1920s, a style admired by the

client ([see story](#)).

The Sweptail reportedly cost nearly \$13 million. The Boat Tail's price tag reportedly nears \$30 million, and three bespoke versions will be built in total.

"Although images have been widely shared, the car itself has not been displayed in public before," Mr. Miller-tvs said. "The Villa d'Este Concorso d'Eleganza is the perfect occasion, bringing together leading international media alongside knowledgeable motoring experts and discerning luxury aficionados, on the glamorous shores of Lake Como."

© 2021 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.