

AUTOMOTIVE

## Rolls-Royce reveals Black Badge Ghost

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*The new Black Badge Ghost. Image credit: Rolls-Royce*

By LUXURY DAILY NEWS SERVICE

British automaker Rolls-Royce Motor Cars has unveiled its newest addition to its Black Badge bespoke series.

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The Black Badge Ghost is the first "post opulent" expression to join the lineup. Since the new Ghost was introduced last year, it has become one of the marque's fastest-selling models.

"Today, we announce a product that represents a new kind of Black Badge motor car, one that seizes on the minimalist, post opulent design treatment that has recast the legend of Ghost but amplifies and subverts it with the application of black," said Torsten Mller-tvs, CEO at Rolls-Royce, in a statement.

"Our most advanced motor car yet has been reengineered to characterize the alter ego of Rolls-Royce: assertive, dynamic and potent," he said. "This is the purest Black Badge motor car in the marque's history."

Ghost alter ego

Rolls-Royce introduced Black Badge in 2016 as an "assertive alter ego" to the automaker, appealing to younger affluents with bolder designs ([see story](#)).

It originally debuted with Ghost and Wraith before adding Dawn and Cullinan to the lineup. Black Badge now accounts for more than a quarter of Rolls-Royce's worldwide commissions.

*The Black Badge Ghost is a rebellious interpretation of post opulence*

The new Black Badge Ghost is described as epitomizing the dark side of post opulence, or "minimalism *in extremis*."

For the model's exterior, most clients request the signature black hue instead of a bespoke shade or one of the automaker's 44,000 "ready-to-wear" colors. During the process, which runs three to five hours, 100 pounds of black paint are atomized and applied to an electrostatically charged car body.

Iconic Rolls-Royce details such as the Spirit of Ecstasy and Pantheon Grille are plated in a mirror-black chrome finish to better complement the Black Badge Ghost aesthetic.

This dramatic flair is also apparent in the model's interior, which features a black Bolivar wood veneer, darkened

metal air vents and other noir touches.

To further elevate the Black Badge Ghost, the model has a 6.75-liter V12 engine that improves on the Ghost's horsepower and torque.

The Black Badge Ghost is now open to commissions.

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

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 ([see story](#)).

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