

AUTOMOTIVE

## Rolls-Royce launches Phantom Series II, additional bespoke vehicle

May 12, 2022



*The Phantom Series II. Image credit: Rolls-Royce*

By LUXURY DAILY NEWS SERVICE

British automaker Rolls-Royce has announced a new expression for its Phantom Series II, further elevating its flagship model.

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The new expression features adaptations, including a "light-touch" visual and aesthetic enhancements that reflect consumers requests and feedback. With the launch also comes the release of the Phantom Platino, a bespoke vehicle that features materials other than leather.

"Phantom has always been viewed as the 'best car in the world': our bespoke capabilities mean that, for our clients, it can be the best car for their world, too," said Torsten Müller-Ötvös, CEO of [Rolls-Royce Motor Cars](#), in a statement.

### Thoughtful craftsmanship

Although the Phantom Series II is a new addition, Rolls-Royce worked thoughtfully to ensure that the expression maintained the commanding presence that the Phantom model is known for.

A symbol of sleek modernity, the Phantom II features subtle changes, including a geometric change to the Pantheon Grille, making the "RR" monogram more visible; an illuminated grille which is a feature made popular by the Ghost model; 3D, milled, stainless steel wheels; a slightly thicker steering wheel and more.



The interior of the Phantom Series II. Image credit: Rolls-Royce

There are also new "Rolls-Royce Connected" features that link the Phantom II with the private members' application, Whispers. These features help provide seamless navigation, the car's exact location, security status and current "health" conditions.

With Whispers, drivers can also contact a preferred dealership for any servicing needs or information about the car.

To mark the introduction of Phantom II and to convey Rolls-Royce's bespoke capabilities, the brand is also promoting its bespoke piece, Phantom Platino, named after the finish of the metal platinum.

The Phantom Platino explores fabric interiors, with both leather and non-leather materials. The model's front seats are finished in fine Rolls-Royce leather, while those in the rear are upholstered in fabric.

"The subtle changes we have made for the new Phantom Series II have all been minutely considered and meticulously executed." Mr. Müller-tvs said. "As Sir Henry Royce himself said: Small things make perfection, but perfection is no small thing."

With such a meticulous approach to vehicle design, it is no wonder that Rolls-Royce also welcomes collaboration with artists.

Last month, Rolls-Royce revealed the three winning artists who will participate in the inaugural Spirit of Ecstasy Challenge.

The participants will create artwork, using textiles as a medium, inspired by Rolls-Royce and the Spirit of Ecstasy. The challenge is part of Muse, the Rolls-Royce Art Programme ([see story](#)).

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