

AUTOMOTIVE

Rolls-Royce Twenty' celebrates centenary anniversary

October 6, 2022



The iconic "Rolls-Royce Twenty" predecessor has since served as a direct blueprint for the Ghost, Wraith, Dawn and Cullinan models. Image credit: National Motor Museum/Heritage Images

By LUXURY DAILY NEWS SERVICE

British automaker Rolls-Royce is centering company heritage, per the centenary anniversary of a milestone model.

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Debuted on Oct. 6, 1922, today marks 100 years since the introduction of the "Rolls-Royce Twenty," designed by English engineer and company cofounder Sir Henry Royce. The iconic predecessor has since served as a direct blueprint for the Ghost, Wraith, Dawn and Cullinan models.

"We join with owners and enthusiasts around the world in marking this very special occasion and celebrating the lasting legacy of this legendary and much-loved motor car," said Torsten Müller-Ötvös, CEO at [Rolls-Royce Motor Cars](#), in a statement.

Rolls-Royce remembers

Rolls-Royce's new battery electric vehicle, Spectre, is the modern-day parallel of its elder Twenty model ([see story](#)), as the company looks to meet the demand of a changing world once more ([see story](#)).



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

Luckily, the luxury automaker is no stranger to innovation.

The ultimate collector's item, the 20 H.P. or "Rolls-Royce Twenty," was a trident of technology upon invention, and still stands as a symbol of status and today.

Unveiled upon inception as an owner-driver versus the chauffeured car status quo of the time, the model marked a major technological leap forward for Rolls-Royce, providing the foundation for the brand's motor cars for the next three decades, as well as the marque's modern product portfolio.

World War I changed Rolls-Royce's consumer landscape. Laborious maintenance on models that preceded the Great War became impractical in a cost-conscious world post-1918, a reality that Mr. Royce strategically anticipated.

Thus, the Twenty was born in 1922 the model weighed around 30 percent less than its 1906 "Silver Ghost" predecessor, measuring half its larger sibling's size with smaller horsepower, in a successful bid to advance capabilities.



Sir Henry Royce pictured with his 20 H.P. model in 1922. Image credit: Rolls-Royce/The Rolls-Royce Enthusiasts' Club (RREC)

In the process, a new single-model policy, ending the company's previous practice of offering several different models concurrently, serendipitously arrived, changing industry protocol indefinitely.

No fewer than 2,940 models had been built by the time production of the Twenty ceased in 1929.

"During our long history, there have been certain defining models that have permanently altered the wider automotive landscape," Mr. Miller said.

"The Twenty,' launched 100 years ago, is one of them."