

AUTOMOTIVE

Rolls-Royce bids farewell to Wraith model with limited-edition release

March 21, 2023



The Black Arrow's design was inspired by Rolls-Royce's record-breaking Thunderbolt model, which made its debut in 1933. Image credit: Rolls-Royce

By LUXURY DAILY NEWS SERVICE

British automaker **Rolls-Royce** is drawing a line through its current era with a final Wraith model as the company pushes toward the electrification of its engines.

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

The brand has unveiled its Black Badge Wraith Black Arrow, the last of issue of its Wraith model, which was first introduced in 2013, and the last V12 coup the brand will produce.

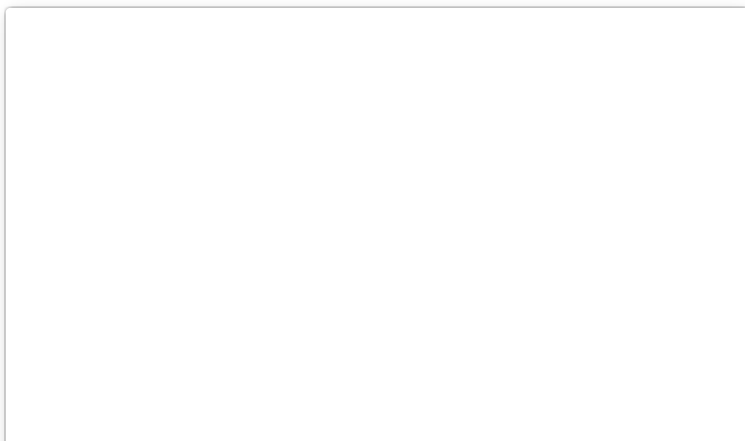
This move is part of the Goodwood, England-based brand's aim toward having a fully electric fleet by 2030.

BMW owns Rolls-Royce Motor Cars.

Ghosts past and future

While these 12 limited editions mark the end of an era, they also introduce some new brand innovations.

The Black Arrow exterior features an exclusive gradient paint finish. Crystal' paint infused with glass is layered over "Black Diamond" to boost the latter's colors into "Celebration Silver." This gives the rear of the car a blurring effect.



[View this post on Instagram](#)

A post shared by Rolls-Royce Motor Cars (@rollsroycecars)

On the inside, for the first time is "club leather," in a deep, shiny black, except for the front seat which is colored bright yellow. The model is inspired Rolls-Royce's Thunderbolt, released in 1933, which broke a number of land speed records at the time.

Each of the 12 Black Badge Wraith Black Arrow examples, all of which have been sold to clients, have a yellow metal plaque on their engines which read Final Coup Collection.'

Rolls-Royce introduced its first fully-electric car model, the Spectre, late last year.

With an EPA range of 260 miles, the Spectre is expected to begin deliveries by the end of 2023 ([see story](#)).

The automaker began making inroads toward the electric market back in 2011, when it first showcased its 102EX electric-powered Phantom at that year's Geneva Motor Show.

The Phantom was meant to test various stakeholders' reactions to alternative vehicle options ([see story](#)).

© 2023 Napean LLC. All rights reserved.

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