

AUTOMOTIVE

Rolls-Royce releases special-edition Ghost, in Manchester-inspired first

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The motor car company is unveiling a one-of-one honorary Ghost model. Image credit: Rolls-Royce Motor Cars

By LUXURY DAILY NEWS SERVICE

British automaker Rolls-Royce is taking influence from a city of historical resonance for the marque.

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Designed by talent Ieuan Hatherall, the motor car company is unveiling a one-of-one ride. The Manchester Ghost's debut marks the first occurrence of a Manchester-inspired Rolls-Royce commission.

"I am proud to unveil the Manchester Ghost, a truly special one-of-one embodiment of artistry and skill, curated in collaboration with our Dealer Partners from Rolls-Royce Motor Cars Manchester," said Boris Weletzky, regional director at Rolls-Royce Motor Cars, United Kingdom, Europe, CIS, in a statement.

"As Charles Rolls and Henry Royce first met in Manchester, the city has, and always will have, a potent historical resonance for the marque," Mr. Weletzky said. "Our accomplished artisans, designers and engineers at the Home of Rolls-Royce at Goodwood, West Sussex have created a truly remarkable motor car, capturing the city's history, and the city today, as well as celebrating some of its most remarkable accomplishments.

"The Manchester Ghost brings together the Home of Rolls-Royce where each motor car is hand built and the city where the original idea for Rolls-Royce was born."

Manchester as muse

Rolls-Royce is taking detail to another level by way of its latest exercise.

The automaker's invention honors the central city Midland Hotel meeting of founders Charles Rolls and Henry Royce in 1904, a get-together that resulted in a mission to create "the best motor car in the world," according to archives.

"Manchester has always been a part of Rolls-Royce's history," said Mr. Hatherall, in a statement.



Continuing inside, the "Manchester Bee" symbol appears on seat inserts throughout the car. Image credit: Rolls-Royce Motor Cars

"I wanted to create a highly contemporary yet elegant iteration of Ghost, honoring the significance of the city for the marque and celebrating the accomplishments of the people of Manchester whilst also incorporating the melange of Manchester's modern and traditional architecture."

An air of reverence for Manchester is reflected in the design of the true original.

One of the best-known motifs of the town is emblazoned onto the car's exterior C pillar. Continuing inside, the "Manchester Bee" symbol appears on seat inserts throughout the car.

Embroidered onto the vehicle's rear seat center in a tone-on-tone thread is a list of landmark locations across the city.



The bespoke automaker's Manchester Ghost car features a list of landmark locations across the city embroidered onto the vehicle's rear seat center in tone-on-tone thread. Image credit: Rolls-Royce

A lattice-patterned headliner tributes two professors hailing from the University of Manchester, the first to isolate Graphene in 2004, leading to its discovery and subsequent influence at Rolls-Royce.

Known as "The Manchester Baby," talents at the University of Manchester are also credited with the birth of the world's first stored programmed electronic digital computer on June 21, 1948.

Illuminated treadplates tie back to Manchester's pioneering technology contributions. Rolls-Royce's project progresses the brand's bespoke tradition (see story).

"As a born and bred Mancunian, this commission is truly special and will always be highly memorable for me," said Jon Crossley, brand director at Rolls-Royce Motor Cars Manchester, in a statement.

"From the moment we set out to design a motor car to celebrate the city of Manchester, we wanted to create something that would celebrate the city's history and the place today," Mr. Crossley said. "It has been great to work with the team at Home of Rolls-Royce to turn our vision into a reality."