

AUTOMOTIVE

Rolls-Royce debuts first Private Office Dubai commission

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Opened 11 months ago, the Dubai Private Office has completed a premier creation. Image credit: Rolls-Royce

By LUXURY DAILY NEWS SERVICE

British automaker Rolls-Royce is showing off a bespoke release from one of its newest outposts.

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Opened 11 months ago, the Dubai Private Office has completed its premier creation. A custom Ghost Extended model solidifies Goodwood's presence in the Middle East.

"Since the inauguration last July of the Private Office Dubai, the first Private Office outside the UK, I am thrilled to say that our clients have been immersing themselves in an unrivaled creative environment," said Csar Habib, regional director of Middle East and Africa at **Rolls-Royce** Motor Cars, in a statement.

"Bringing Goodwood to the Middle East, the Private Office is a space which provides a unique experience; it's where our clients can bring their ideas to life and explore the marque's Home and people in real-time, via seamless technology," Mr. Habib said. "The success of this concept is clear to see as the Private Office's first commission is revealed: a mesmerizing Ghost Extended work of art."

Extended excellence

The Dubai Private Office was a first for Rolls-Royce, as the first location outside of its home country. The international arm's initial delivery involves designers, clients and engineers.

Described by the company as the perfect canvas for custom commissions, the new Ghost Extended features a dark, sand-colored exterior, accompanied by a dual-tone leather interior. The vehicle, in a nod to the gleaming skyline of Dubai, is also host to a glow-in-the-dark Pantheon Grille.



The elegant, chrome-detailed two-tone interior of the commissioned Ghost Extended. Image credit: Rolls-Royce

Housed under the hood is a powerhouse 6.75-liter twin-turbocharged engine, which was developed exclusively for the Ghost. The exclusive also features a Planar Suspension System, the carmaker's marquee proprietary complex, giving the driver an unprecedentedly smooth experience on the road.

"Ghost presents a world of boundless potential, and this Bespoke Ghost Extended is another example of what we are capable of creating," said Chris Hardy, bespoke client experience manager at Rolls-Royce's Private Office Dubai, in a statement.

"Whether it's a Ghost, Ghost Extended or even Black Badge Ghost, there are no limits to what Ghost can become all one has to do is imagine."

The British automaker recently released another Ghost, a special edition drop inspired by the city of Manchester ([see story](#)).