

AUTOMOTIVE

Rolls-Royce boosts sustainability, extending Goodwood Estate partnership

June 22, 2023



Since 2001, the brand and the governing body on the historic grounds of its headquarters have brought forth projects beneficial to local communities and the environment. Image credit: Rolls-Royce Motor Cars

By LUXURY DAILY NEWS SERVICE

British automaker Rolls-Royce is announcing a continuation of a longstanding collaboration.

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Since 2001, the brand and Goodwood Estate have brought forth projects beneficial to local communities and the environment. Now, Rolls-Royce and its partner are specifically focusing on preserving biodiversity.

"The Goodwood Estate is one of the natural jewels of the south of England and was a significant factor in our decision to select this location for the new Home of Rolls-Royce over 20 years ago," said Torsten Müller-tvs, CEO of [Rolls-Royce Motor Cars](#), in a statement.

"From those very first days we have enjoyed a warm, close and mutually beneficial relationship with the Estate, in which our joint approach to the environment and sustainability has always been of central importance," Mr. Müller-tvs said. "I'm delighted to see this partnership extended further, as we both play our parts in nurturing the unique wildlife, habitats and landscapes of this exceptional corner of the world."

Nurturing nature

In light of the extended collaboration, Rolls-Royce plans to embark on rare animal studies, tree-planting efforts, bee conservation work and wildflower seeding.

Goodwood Estate, a historic 12,000-acre lot, features more than 4,900 acres of forest over 20,000 trees have been planted on the grounds since the partnership began, according to the automaker. One of the most sizable lowland organic farms in the United Kingdom is also located on-site, operated with traditional practices that are habitat-friendly.



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Rolls-Royce's global headquarters and the Centre of Luxury Manufacturing Excellence share the area with the ecological endeavors, occupying 42 acres.

The marque's land includes an apiary of 250,000 European honeybees ([see story](#)) and a restored wildlife garden, which was planted with the help of volunteers and Chichester District Council's Wildlife Corridor Project Officer.

As part of this announced partnership extension, native species will continue to be planted to lessen the harmful effects of habitat fragmentation, which leaves traveling creatures dangerously out in the open.

A joint study is also taking place throughout 2023 with a local chiropterologist to monitor local Barbastelle bats, a rare species living on the grounds.

This year, a mechanized wildflower seed harvester, a custom design backed by Rolls-Royce, is entering service. The tool allows for easier gathering, leading to a wider variety of flower species being planted, which better supports ecological stability.

"We are proud to continue our work with Rolls-Royce Motor Cars to create a lasting legacy of biodiversity in this beautiful and biodynamically diverse corner of West Sussex," said Lloyd McNeill, estate managing director at The Goodwood Group, in a statement.

"Our joint approach creates a bountiful environment for all wildlife with a special focus on nurturing and protecting rare and threatened species," Mr. McNeill said. "Additionally, we create an environment for local people and the millions of visitors to the Estate to enjoy for many generations to come."

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