

AUTOMOTIVE

Rolls-Royce to debut bespoke commissions at Auto China 2024

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Three one-of-one models, including a custom Rolls-Royce Spectre, will go live at the Beijing International Automotive Exhibition beginning April 25. Image credit: Rolls-Royce

By LUXURY DAILY NEWS SERVICE

British automaker Rolls-Royce is placing three of its latest innovations on display in China.

Beginning April 25, the brand has announced plans to debut special one-of-one Ghost Extended, Phantom Extended and Spectre models to the public at the Beijing International Automotive Exhibition, live through May 4, 2024. The exclusives represent the first-ever commissions handled by Rolls-Royce's Private Office in Shanghai.

"These individual motor cars exemplify the power of our Private Office strategy," said Chris Brownridge, CEO of **Rolls-Royce Motor Cars**, in a statement.

"By placing Bespoke designers in super-luxury centers around the world, they are even better placed to translate regional preferences and codes of luxury into fabulously personal and emotionally resonant Rolls-Royce motor cars, creating ever-more value for our clients."

Bespoke in Beijing

Realized by way of collaboration between a team based out of the brand's Goodwood, England headquarters and a designer of bespoke commissions from the Private Office Shanghai, a new set of coaches will be unveiled this week.

The marque is bringing "Spirits of Expression," the title of its latest project, to Shanghai's New China International Exhibition Centre for the 18th edition of the Auto China event.

The Phantom Extended "Magnetism," Spectre "Escapism" and Ghost Extended "Expressionism" feature hand-painted exteriors while inside, personal motifs and top-notch materials demonstrate its craftsmanship capabilities.

"Each Spirit of Expression commission tells its own story, inspired by locations around the world that resonate with our clients in the region from the beaches of Sicily to the sunset on Boracay Island," Mr. Brownridge said, in a statement.



Inspired by moonlit beach sands, the Rolls-Royce Phantom Extended "Magnetism" features a two-tone exterior finished in Cala Luna Sand and Kabira Blue. Image credit: Rolls-Royce

"Our artisans have brought these concepts to life with exquisite bespoke craftsmanship, including a unique celestial-inspired motif created using embroidery and stainless steel."

Rolls-Royce will participate in the biennial fair, which specializes in showcasing new auto technologies, as it eyes young Chinese clients.

"These unique motor cars have been designed and crafted for our clients in China, who see the world as their home and rightfully demand super-luxury products that reflect their personal tastes through finishes, materials and contemporary crafts," Mr. Brownridge said, in a statement.



A vivid Boracay Blue covers the company's Rolls-Royce Ghost "Expressionism" commission. Image credit: Rolls-Royce

The update arrives as Rolls-Royce continues to expand its customization business worldwide.

Opened in 2023, the permanent Shanghai office joined the brand's private commission branches in Goodwood and Dubai, with additional locations said to be coming in 2024 ([see story](#)).