

IN-STORE

Rolls-Royce taps Brazil's emerging wealth for first Latin America outpost

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By TRICIA CARR

British automaker Rolls-Royce Motor Cars is fulfilling Brazilian consumers' desire for more information about luxury products and services through a strategically-placed showroom in the emerging market which is its first in Latin America.

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The automaker opened the new showroom in São Paulo, Brazil, last week. In addition to developing a physical presence to better reach consumers in the emerging market, Rolls-Royce seems to be tapping the appeal of chauffeured and bullet-proof luxury vehicles among consumers in the region, experts say.

"Our presence in Brazil is absolutely crucial as the market has recently witnessed a strong economic boom and continues to show positive signs of future growth," said Alaa Tarabay, corporate communications manager in the Middle East, Africa and Latin America at **Rolls-Royce Motor Cars**, Dubai, UAE. "The investment made by Via Italia in its amazing facility is a strong vote of confidence and trust in the bright future of the Rolls-Royce marque.

"Rolls-Royce remains at the pinnacle of automotive luxury, and our discerning customers in Brazil will surely value our continuous strive for perfection in everything we do and every car we build," he said.

The Via Italia Group is Rolls-Royce's appointed dealer in Brazil.

Showroom

Rolls-Royce's São Paulo-based showroom aims to provide a relaxing atmosphere for consumers, per the automaker.

The 5,300-square-foot location features ample glass so that natural light illuminates the space.

Rolls-Royce is showing all Phantom and Ghost family models. Each is available for customer order.

The showroom features a Customer Lounge. In the space are bespoke-designed furniture and cabinets, leather and wood surface finishes and carpet samples.

Custom vehicles made through Rolls-Royce's Bespoke program are also displayed.

Rolls-Royce marked the opening of the showroom with a cocktail party. Entertainment was provided by Brazilian musician Tony Gordon.

In attendance were select customers and local VIPs. It was hosted by Carlos Ferreirinha.

São Paulo was a natural location for a new showroom since Rolls-Royce is looking to push its ultra-luxury vehicles in fast-growing, emerging markets, per the automaker.



ROLLS-ROYCE OPENS FIRST SHOWROOM IN LATIN AMERICA

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Showroom

Bespoke for Brazil

Rolls-Royce's move into Latin America is no surprise. The country is the second fastest-growing market of the BRIC markets under China, per Chris Olshan, chief marketing officer of **The Luxury Marketing Council**, New York.

"There is a larger and larger demand for the best worldwide luxury products and services," Mr. Olshan said.

The automotive industry in Brazil is growing. There is an increased demand for vehicles that are equipped with bullet-proofing and chauffeur service.

Brazilian consumers are also focusing more on the heritage of luxury brands. Therefore, Rolls-Royce is a strong contender for consumers in the emerging market since it is a brand of classic roots.

“I think it is a long-term investment for Rolls-Royce,” Mr. Olshan said. “Brazil has been and is currently on the rise, and it will continue to grow.

“It is one of the major emerging markets,” he said. “China is the only one quicker than Brazil.”

Much of Latin America is stable right now, per Chris Ramey, president of [Affluent Insights](#), Miami.

According to a 2011 report from Wealth-X, 15,125 consumers in Latin America are considered to be ultra-high-net-worth, or worth more than \$30 million.

The combined wealth of these consumers was approximately \$2.3 trillion at the time of the report.

“The Brazilian market is expanding,” Mr. Ramey said. “Affluence is growing and the number of luxury stores is growing exponentially.

“However, the affluent still hide their wealth in Brazil and Latin America,” he said. “A Rolls-Royce is a blatant expression of wealth.

“This will be a challenge for Rolls-Royce in a country where abductions and crime are high.”

Final Take

Tricia Carr, editorial assistant on Luxury Daily, New York