

EVENTS/CAUSES

## Rolls-Royce flaunts Goodwood production anniversary through special collection

January 18, 2013



By ERIN SHEA

British automaker Rolls-Royce Motor Cars will market a special collection of vehicles to celebrate 10 years since it started production at its headquarters in Goodwood, England.

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The model line is titled “Home of Rolls-Royce Collection” and was designed by the automaker’s Bespoke team. Rolls-Royce is celebrating this anniversary throughout the year and plans to host exclusive events during 2013.

“The fact that Rolls-Royce is celebrating 10 years of excellence and 108 years of production, adds tremendous value to the brand and the automobiles it produces,” said Kristina Marchitto, head of corporate communications at [Rolls-Royce Motor Cars North America](#), Woodcliff Lake, NJ.

“Demand continues to be strong for all Rolls-Royce Motor Cars models and we are certain that our remarkable heritage is a factor in this,” she said.

Special collection

Rolls-Royce will continue to celebrate throughout the year as 2013 marks the

10<sup>th</sup> anniversary of the automaker's production line in Goodwood, England and its 108<sup>th</sup> anniversary of the founding of the company.

The collection that is celebrating its 10-year anniversary will showcase the design, engineering and craftsmanship put in every vehicle made in Goodwood, England, per the automaker.

The vehicles will be released this year, but a specific date has not yet been established.

Rolls-Royce will continue to release further details during the next few months that will tell the story of the creation of each Home of Rolls-Royce Collection vehicle.

A sketch of the vehicle is the only detail released thus far.



*Vehicle sketch*

Offering a new Bespoke collection makes sense for the automaker as Rolls-Royce continues to remain a strong seller in its price point.

“Rolls-Royce has successfully retained its position at the pinnacle of the ultra luxury market, maintaining segment leadership for motor cars selling above \$260,000,” Ms. Marchitto said.

#### Year of celebration

Rolls-Royce is not the only automaker to be celebrating an important anniversary this year.

Sports car manufacturer Aston Martin marked its centenary by unveiling a new logo and holding global celebrations such as a week of open house activities at its headquarters and a birthday event in London.

The automaker plans to celebrate its 100<sup>th</sup> birthday with consumers through various events throughout 2013 ([see story](#)).

However, all automakers seem to be in high spirits lately as 2012 was one of the best years for the luxury auto market.

BMW, Mercedes-Benz, Audi, Lexus, Porsche, Bentley Motors and Rolls-Royce Motor Cars all reported above-average sales for 2012, which was partly due to marketing campaigns as well as an attractive buying economy for affluent consumers ([see story](#)).

Many automakers seem willing to do more in 2013 to keep up the momentum due to the successful year of 2012.

In fact, Rolls-Royce plans to expand due to a high-demand for vehicles.

“We are celebrating this anniversary year by preparing for the future and honoring the past,” Ms. Marchitto said.

“Looking forward, a significant new extension to the Goodwood manufacturing plant will be opened in 2013 to help the company meet increasing global demand for highly personalized Ghost and Phantom models,” she said.

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