

INTERNET

Rolls-Royce builds social engagement via historic race reenactment

June 19, 2013



By ERIN SHEA

Rolls-Royce Motor Cars is building social engagement with brand enthusiasts by giving them a play-by-play of its journey through a reenactment of 1913 Alpine Trial in Europe.

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The British automaker is using a number of its digital and social platforms including its main Web site, Facebook page, Twitter account and a blog to chronicle the journey of its vehicles that are taking part in the trial. Rolls-Royce is likely to strengthen its relationship with fans by giving them an all-access look at its journey.

“The social aspect has been an integral part of our plans throughout,” said Andrew Ball, corporate communications manager for **Rolls-Royce Motor Cars**, Goodwood, England.

“Utilizing social media in this manner allows us to reach a much broader and diverse audience than might otherwise be possible,” he said. “Also, [allows us] to share our activities in a contemporary and dynamic fashion.”

On your mark

The reenactment of the Alpine Trial is being completed by 48 Silver Ghost vehicles, which include a 2013 Alpine Trial Centenary Collection Ghost and a 1913 Radley car. The 1,850-mile trial begins in Vienna and travels through Austria, Croatia, Slovenia and Italy.

Consumers can follow every step of the 2013 journey through the automaker's posts on its social platforms.

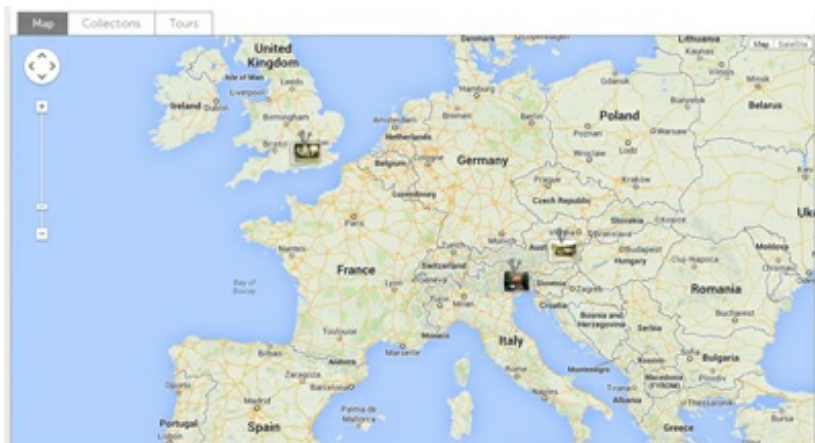
Rolls-Royce has dedicated a section of its Web site for the Alpine Trail reenactment. It can be viewed at <http://www.rolls-roycemotorcars.com/alpinetrial>.

Through this site, consumers can view images from the original 1913 trial and compare them to images from the 2013 trial.



1913 trial

The site also offers a map to view the checkpoints.



Map

In addition, the automaker has created a separate blog to track the journey on a daily basis. The blog can be accessed at <http://alpinetrial2013.blogspot.co.uk>.

AlpineTrial2013

Tuesday, 18 June 2013

MONDAY 17 JUNE 2013: DAY 4, THE KATSCHBERG CHALLENGE

After the previous evening's battle with the elements, participants could be forgiven for their joy at being back out on the road in glorious summer sunshine.



Fearing the effects of promised 30 degree plus temperatures, many chose to start the run in Katschberg even earlier. An exhilarating maneuver through lush Alpine forests soon ensues.

About the 2013 Centenary Alpine Trial



[#AlpineTrial2013](#)

On 14 June 2013, 47 vintage Rolls-Royce Silver Ghosts will depart from Vienna, wending through Austria, Slovenia, Croatia and Italy before returning to Vienna on 29 June 2013 - exactly 100 years to the day that the 1913 Alpenfahrt finished. The faithful re-enactment celebrates the seminal 1913 Trials, a test of endurance that saw the Rolls-Royce Silver Ghost cement its reputation for faultless reliability - establishing the legend of the "Best Car in the World". The cars will tackle over 1,800 miles over some of the world's most spectacular and challenging mountain passes. Echoing events a century ago, a Rolls-Royce Works Team will take part in the rally. The original "James Radley" 1913 Silver Ghost will be joined by a contemporary homage created by Bespoke designers and craftspeople at the Home of Rolls-Royce in Goodwood, England.

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Blog post

Rolls-Royce is using location-based social platform History Pin to show off the images from the trial journeys.

historypin



Rolls-Royce Motor Cars

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Channel Details

Channel views: 432

Fans: 5

Pins: 59

Tours: 2

Collections: 5

Become a Fan

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Leading the Alpine Trial into Salzburg
28 June 2013
Werner Straße 39, 5300 Hallwang, Austria
Views: 13



The Radley car nears Lienz
27 June 2013
Grafen Straße, 9782, Austria
Views: 15



The Katschberg Peak looms
27 June 2013
Grafenstraße 54, 9782 Thuring, Austria
Views: 22



Shadowing the Ghost
28 June 2013
Werner Straße 47, 5301 Eugendorf, Austria
Views: 37



Silver Ghost stops off at Marzetta
24 June 2013
Hauptplatz 1A, 8630 Marzetta, Austria
Views: 31

History Pin page

The automaker is pushing the 2013 Alpine Trial through its Facebook and Twitter accounts to reach its followers. On Twitter, Rolls-Royce is making use of the hashtag #AlpineTrial2013 to extend its social reach.



Tweet

Looking back

Rolls-Royce has previously used history-based promotions to engage its fans.

For instance, Rolls-Royce put its craftsmanship and history on display in its first museum exhibition at the BMW Museum in Munich, Germany, that opened March 20.

The exhibition titled “Strive for Perfection” celebrated the 10th year of the BMW Group’s ownership of Rolls-Royce and the 150th anniversary of Sir Henry Royce’s birth. By hosting an exhibit in an already-known luxury vehicle museum, Rolls-Royce catered to car enthusiasts (*see story*).

Also, the automaker engaged historians and brand enthusiasts through a live-action sand painting social video that tells the history of the company.

The 11-minute video depicts the entire history of Rolls-Royce beginning with its founding in 1904 and ending with the current vehicle and logo design. The video was released Dec. 17 through the brand’s Facebook, Tumblr and YouTube accounts (*see story*).

By using social tools to promote its history, Rolls-Royce is likely to find new fans and potential customers.

“There is an enormous interest in our brand and its heritage,” Mr. Ball said. “An online fan of Rolls-Royce could always be our next customer.”

Final take

Erin Shea, editorial assistant on Luxury Daily, New York

Embedded Video: <http://www.youtube.com/embed/ctUJ8biF1fM>

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