

IN-STORE

Rolls-Royce ups brand image with Wraith debut in Canada

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By JOE MCCARTHY

Rolls-Royce Motor Cars unveiled the Wraith model in Canada during an elaborate evening designed to build upon the hype already surrounding the brand's newest vehicle.

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The evening included tributes to the brand's heritage, live performances and a dramatic unveiling ceremony. By embellishing the atmosphere of the Wraith's Canadian debut, prospective consumers in attendance will likely have a positive impression of the model shaped by the brand's ingratiating efforts.

"The Wraith is not only the most powerful Rolls-Royce ever built, but it also encapsulates a sense of style and drama, as well a hint of the noir," said Kristina Marchitto, head of corporate communications for [Rolls-Royce North America](#), New York.

"When you consider these characteristics, it seems only appropriate to introduce Wraith to Canada in such a dramatic fashion," she said.

"It is a remarkably special occasion when Rolls-Royce comes out with a new model and it must be celebrated."

Stoking the mood

The evening took place at the Rocky Mountaineer Train Station and was hosted by Rolls-

Royce Motor Cars Vancouver.

The dealer wanted the event to reflect the dark beauty and power of the Wraith model.



Wraith model

A live representation of the Spirit of Ecstasy hood ornament greeted guests as they arrived at the venue. Pianist Roy Tan and saxophonist Eli Bennet provided a musical backdrop during the introduction.



Reception area for Wraith Canadian debut

The Four Seasons Hotel provided catering while guests viewed several Rolls-Royce models such as the Phantom, the Ghost and four heritage models.

The peak of the evening featured the curtain drop that unveiled the Wraith. Vancouver opera sopranos Sheila Christie and Melanie Krueger provided a vocal performance to

accompany the model's Canadian introduction.



Wraith debut

The Wraith represents a culmination of the brand's efforts to improve its image on several fronts, from design to power to technological innovation.

Building hype

Rolls-Royce has devised many events to herald the Wraith model.

For instance, Rolls-Royce targeted affluent Harrods shoppers with window displays at the London department store to celebrate the British debut of the Wraith vehicle.

This display marked the first time that the British automaker has put its vehicles on display in a retailer's windows. The display likely gave both brands additional exposure since automakers typically do not advertise in retail windows ([see story](#)).

Also, Dorchester Collection's 45 Park Lane in London is enlisting Rolls-Royce Motor Cars to provide penthouse suite guests a chance to test out the new Wraith model starting Nov. 1.

The hotel encourages guests to take the Wraith on a half-day excursion and greets their return with a Wraith-inspired cocktail. Joining forces with another British-based luxury brand will likely generate national interest and demonstrates the brand's commitment to the national economy ([see story](#)).

Ensuring that every Wraith debut site exudes a sense of grandeur will likely generate excitement widespread excitement for the model.

"The Canadian launch of Wraith generated a great deal of excitement among consumers and media alike, from Vancouver to Quebec," Ms. Marchitto said.

Final Take

Joe McCarthy, editorial assistant on Luxury Daily, New York

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