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ROLLS-ROYCE MOTOR CARS AGMC

The sole and authorised representative for Rolls-Royce Motor Cars in Dubai, Sharjah and the Northern Emirates. As AGMC concluded its 40th year, it looked back at all the great milestones and achievements over the past four decades. For over 12 years, AGMC has become the exclusive home of what is the pinnacle of automotive luxury, Rolls-Royce.

Now, AGMC has come to be one of the top five markets in the world for Rolls-Royce sales. AGMC is passionately committed to the communities it serves, implementing a series of marketing activities and sponsorships that demonstrate its belief in the value and potential of the region.

Currently, Rolls-Royce AGMC has 3 sales and service facilities across Dubai, Sharjah and the Northern Emirates. These include the world's first Rolls-Royce Boutique located in CityWalk, their flagship showroom on Sheikh Zayed Road, which includes a Rolls-Royce dedicated state-of-the-art aftersales facility, and a Provenance showroom in Sharjah.

Mamdouh Khairallah
General Manager
Rolls-Royce Motor Cars Dubai AGMC

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Caliber: FM 2001

Movement: Manual

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Strap: Rubber-Alligator

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“From its debut in 1925, a Rolls-Royce Phantom has been the choice of the world’s most influential and powerful men and women, and as a result, a constant presence at history’s most defining moments. As this next chapter in the Rolls-Royce story opens, the New Phantom points the way forward for the global luxury industry. It is a creation of great beauty and power, a dominant symbol of wealth and human achievement. It is an icon and an artwork that embraces the personal desires of each of our individual customers.”

- Torsten Müller-Ötvös, Chief Executive Officer, Rolls-Royce Motor Cars.



UAE NATIONAL DAY POLO CUP SPONSORED BY ROLLS-ROYCE MOTOR CARS.

Body: Rolls-Royce AGMC celebrated the 46th UAE National Day at the UAE National Day Polo Cup at Dubai Polo & Equestrian Club. The annual event, was again a fantastic day of horsemanship, shows and traditional equestrian activities enjoyed by all in attendance.

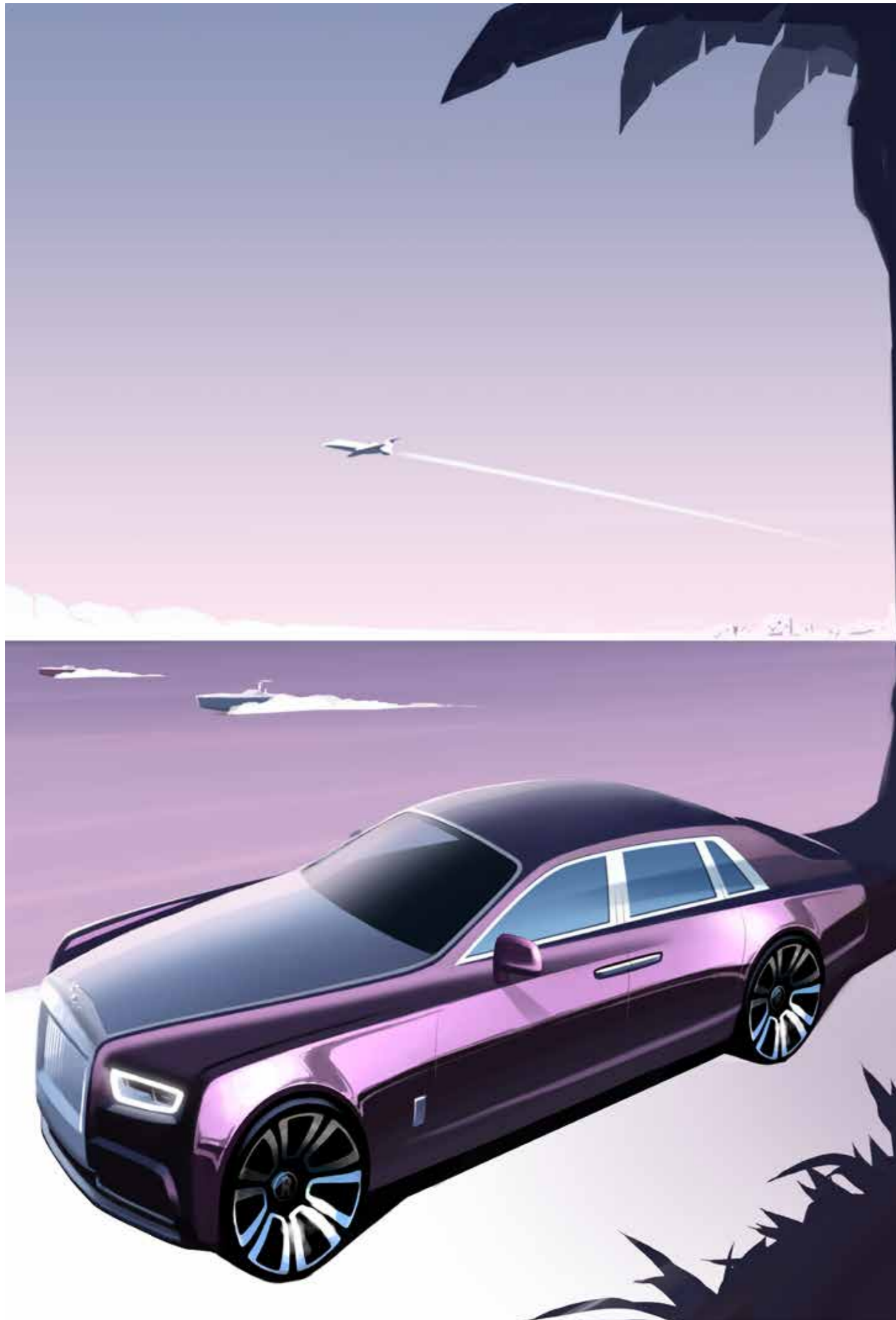


ROLLS-ROYCE AGMC AT DUBAI INTERNATIONAL MOTOR SHOW

The world's most luxurious motor car, the new Phantom took its place at the Dubai International Motor Show for its regional public debut alongside the one-off Bespoke Spirit of Calligraphy Ghost and Dawn Black Badge.



THE NEW ROLLS-ROYCE PHANTOM



From the moment Sir Henry Royce introduced the Rolls-Royce Phantom in 1925 it was judged ‘The Best Car in the World’ by the cognoscenti. As a result it has conveyed some of the world’s most influential and powerful men and women to the most defining historical moments over the last 92 years.

Every new Phantom that has subsequently appeared has successfully retained the title of ‘Best Car in the World’ as a result of Rolls-Royce’s tireless pursuit of perfection, visionary engineering, aesthetic acuity and deep understanding of what the world’s leading luxury item should be. Quite simply, Rolls-Royce has innovated for almost a century to set the benchmark and satisfy the most discerning luxury patrons.

A new benchmark will be set today as the New Phantom – the eighth generation of this great nameplate – arrives. Not satisfied with simply launching a motor car that is a wholly contemporary design interpretation of Phantom DNA and a technological tour de force, Rolls-Royce has revolutionised the luxury car industry itself by shifting away from the status quo of shared platforms to an entirely new luxury business model.

As the next chapter in the Rolls-Royce story opens, the New Rolls-Royce Phantom points the way forward for the global luxury industry.

Peter Schwarzenbauer, Chairman of Rolls-Royce and Member of the Board of the BMW Group said, “The global introduction of a new Rolls-Royce is always a very special moment within the BMW Group. This particular occasion is all the more special because we are introducing an all-new Phantom, the flagship of the Rolls-Royce brand and the world’s foremost luxury

product. New Phantom is a powerful statement of design, engineering and Bespoke expertise and I am delighted with the response we have received from our many highly discerning customers worldwide. The BMW Group remains fully committed to the future of Rolls-Royce Motor Cars and is proud of the many achievements made by the brand since its acquisition.”

The Genesis of New Phantom

Quite contrary to how other so-called luxury manufacturers are trying to realise economies of scale by sharing platforms with mass market manufacturers, Rolls-Royce concluded that the future of true luxury lies in true small-volume manufacture of a dedicated ‘Architecture of Luxury’.

“This realisation was a moment of clarity about the destiny of Rolls-Royce,” reflects Torsten Müller-Ötvös, Chief Executive Officer of Rolls-Royce Motor Cars. “Every one of our customers – each a connoisseur of luxury in the extreme – were asking for something more individual to them, not less. We were adamant that that was what they should have.”

“Key to Rolls-Royce realising its vision of being the world’s leading luxury brand, today and in the future, is an architecture that spans the entire Rolls-Royce family,” comments Philip Koehn, Director of Engineering.

"The Architecture of Luxury will carry every future Rolls-Royce, not just the New Phantom. Project Cullinan and eventually the next Ghost, Wraith, Dawn will ride on this architecture, as well as future coachbuild projects."

"Phantom VII's spaceframe architecture was a good starting point and inspiration, but we wanted to do much more," adds Giles Taylor, Director of Design. "The Architecture of Luxury gives me the canvas to protect the lineage and brand integrity of Rolls-Royce without compromise. Starting with New Phantom, I have the framework to create a future range of true Rolls-Royces. In essence, this is one big coachbuild project."

"Our approach has been to forge long-term relationships with smaller suppliers run by families that will focus on us, giving us much more attention and therefore results that live within a quality expectation far beyond any other automotive concern," continues Koehn. "For a brand to operate in such a manner within a larger automotive group is unheard of and truly revolutionary."

What is the Architecture of Luxury?

The Architecture of Luxury is an all-aluminium spaceframe architecture designed by Rolls-Royce engineers that will underpin every future Rolls-Royce beginning with the New Phantom. As such, no future Rolls-Royce will be of monocoque construction as used by mass-manufacturers and some mass-luxury brands.

It is a truly revolutionary approach for the motor industry, and one that is informed by Rolls-Royce's standing as a luxury house in the business of cars. Whilst the majority of so-called luxury manufacturers are limited to sharing individual platforms in a specific sector with mass brands for say their SUV or GT offerings, thereby introducing unacceptable compromise, Rolls-Royce will be uncompromising in only using its own architecture across all its motor cars, whatever the sector.

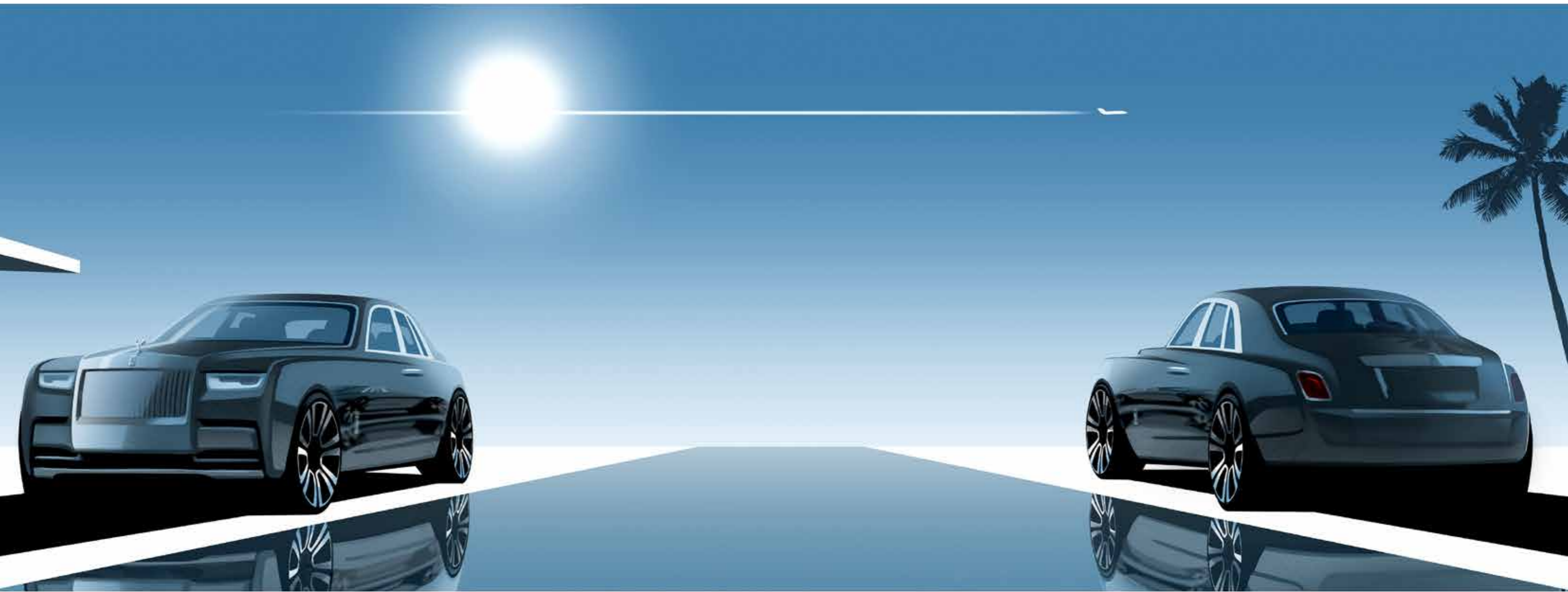
It has been designed and engineered from the ground up in such a way as to be scalable to the size and weight requirements of different future Rolls-Royce models, including those with different propulsion, traction and control systems, thus underpinning the long-term future product roadmap.

Approximately 30 per cent more rigid than the spaceframe architecture on which sat Phantom VII, the new architecture is at the heart of how the next generation of Rolls-Royces delivers the Rolls-Royce experience in terms of ride comfort, acoustic comfort, seat comfort, exterior presence and interior space.

Engineering a Modern Masterpiece

The New Phantom will be the first of a new generation of Rolls-Royces to benefit from the creation of the Architecture of Luxury. This new architecture serves as the foundation on which this eighth generation of Phantom reaffirms its position as 'The Best Car in the World' by taking the best fundamentals and making them better.





INTERIOR DESIGN



The first major benefit of the new architecture for the New Phantom are lightness, increased stiffness, efficient production of standard and extended wheelbase bodies and uncompromised exterior surface design.

The all-new aluminium spaceframe structure delivers extraordinary car body stiffness for exceptional 'best-in-class' functional performance whilst also being lighter. Indeed New Phantom is 30 per cent more rigid than its predecessor, leading to better ride comfort.

Accompanying the increased stiffness of the spaceframe is a best-in-class high comfort chassis with air suspension and state-of-the-art chassis control systems, delivering peerless 'effortless' ride and handling and optimal vibration comfort performance.

A new double-wishbone front axle and 5-link rear axle deliver astounding levels of control over lateral roll and shear forces and delivering incredible agility and stability, as does the addition of four-wheel steering, all contributing to an undisturbed passenger whatever the driving conditions.

Rolls-Royce's celebrated Magic Carpet Ride also improves as a result of the new lighter architecture, and the latest generation of self-levelling air suspension. The suspension makes millions of calculations every second as it continuously varies the electronically controlled shock absorber adjustment system – reacting to body and wheel acceleration, steering inputs and camera information. In addition, the Flagbearer – evocative of those men who were required by law to carry a red flag ahead of early motor cars – adds a stereo camera system integrated in the windscreen to see the road ahead, adjusting suspension proactively rather than reactively up to 100km/h.

The most silent motor car in the world

Incalculable effort was expended to create 'the most silent motor car in the world' including 6mm two-layer glazing all around the car, more than 130kg of sound insulation, the largest ever cast aluminium joints in a body-in-white for better sound insulation, and use of high absorption materials.

Acoustic insulation from road noise has been helped by the employment of double skin alloy on areas within the floor and bulkhead of the spaceframe. This is a feature unique to New Phantom. Further noise insulation by inserting dense foam and felt layers are between these skins to provide sound insulation not witnessed before in the car industry.

In addition, high absorption layers within the headliner, in the doors and in the boot cavity have further aided insulation and reduced reverberation. Rolls-Royce also worked closely with its tyre supplier to invent 'Silent-Seal' tires – which feature a specific foam layer placed inside the tyre to wipe out tyre cavity noise and reduce overall tyre noise by 9db, meaning that conversation within the car is completely effortless.

All in all it is a perfect 360° cocooning effect in a motor car that is approximately 10 per cent quieter than its predecessor at 100km/h. Indeed, when Rolls-Royce's acoustic test engineer first reviewed results road and vibration tests, the sound levels were so low they had to check their instruments were calibrated correctly.





A QUASI-RELIGIOUS EXPERIENCE IN A WORLD OF LUXURY BESPOKE INTERIORS

Established in 1985, La Sorogeeeka Interiors were founded with a passion for creating unusual and extraordinary spaces and vision to set new standards in Interior Design. From a modest beginning to one of the leading Interior solution providers across the globe, their journey has been very inspiring.



Today, nearly 32 years later; LSI have steadily sustained their reputation in the Design, Build, and Fit-out of Luxury Residential Spaces, Hotels, Palaces, Airports, Corporate Towers and Convention Centers. Internationally, LSI offer complete turn-key services including Engineering, Project Management, Manufacturing and Procurement, universally adhering to the highest standards of quality. Their team combines a rigorous focus on achieving the highest quality

construction with the most complex design, in order to deliver an outcome that represents Determination, Tenacity and Excellence. With over 1,500 people in the organization, supported by state-of-the-art manufacturing plants and equipment, La Sorogeeeka Interiors are a team dedicated to shaping the world we live in.

Star Hotels in the CIS Region, and Corporate Towers and luxurious Residences in India. Their dedicated team is qualified to take on projects of any scale and complexity due to a diverse cultural strength. LSI have an international team that comprises of Indians, Moroccans, Bangladeshis, Germans, Russians, and Arabs.

“ Our Design Consultancy Department work on both Interiors, Architecture and Product Design. ”

Their organization has delivered a vast portfolio of Projects ranging from the Royal Palaces in Qatar, Airport in Southern Africa, Celebrity Mansions in North America, 5

With over three decades of creating landmarks in Interior design solutions, LSI ensure that they deliver the most complex projects, on-time and under budget.



Their track record demonstrates the ability they have, to deliver projects in the most difficult conditions and pressures, which have earned LSI the trust and confidence of their esteemed clients. Today, they offer a quasi religious experience in the world of luxury bespoke interiors. The company are a leading Design and Build company, and considered a strategic player in emerging markets across the world. Backed by their company's sound financial base, LSI also bring true international clout and extensive global reach to the table. Supported by a diverse professional team of Architects, Engineers and MBA's, along with a state of the art manufacturing plant, LSI have earned a prestigious reputation in

the Interiors Industry. Their Design Consultancy Department work on both Interiors, Architecture and Product Design.



LSI incorporate elements from Modern to Classic, Contemporary to Baroque, and Rococo to Minimalistic styles across all projects. Their Manufacturing Capabilities have been the cornerstone to their Group's success. The company's factories production includes custom

made furniture, classical furniture, fit-out cabinets, panels, wooden vanities, wardrobes, non-fire rates doors, decorate fitted joinery, marble floorings/ claddings, floor inlays, gypsum moulds and hand carved ceilings. LSI's supply chain management strategies, with state of the art machinery and global procurement of the best quality materials, make them a leading Manufacturer in the Interiors Industry. LSI's Projects division involves Interior Contracting for the most eminent projects in Africa, Middle-East and India. Their bespoke approach, strong emphasis on Planning and global procurement networks has enabled them to bring any imagination into reality. Their contracting services include MEP, Gypsum, Marble, Paint/Wallpaper, Joinery, and Furniture Procurement/ Customization.

Today La Sorogeeeka Interiors stands for their own distinctive style & personality and shares the powerful presence and design cues that have been signature to the brand over the last 32 years.



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NEW ROLLS-ROYCE PHANTOM DEBUTS IN DUBAI



المركز الميكانيكي للتصليح لسيارات رولز رويس
Rolls-Royce Motor Cars

Rolls-Royce Motor Cars



PHANTOM
1925 - 1931 1929 - 1935 1935 - 1939
1950 - 1956 1959 - 1968 1969 - 1992 2003 - 2016

ELVIS PRESLEY ERNEST HEMINGWAY LADY GAGA LORD BEAVERBROOK
PRINCE TALAL OF SAUDI ARABIA KARL LAGERFELD SIR MALCOLM CAMPBELL
SIMON COWELL AGA KHAN NOEL COWARD MISS FLORENCE VANDERBILT
FRED ASTAIRE SULTAN OF JOHOR TOM JONES NIGO JOHN LENNON
ELTON JOHN AURIC GOLDFINGER HM THE QUEEN BARON DE ROTHSCHILD
PHARRELL WILLIAMS BENJAMIN GUINNESS DAVID & VICTORIA BECKHAM
EMIR OF KUWAIT LOUIS CARTIER MARLENE DIETRICH STEPHEN HUNG
ALBERT BROCCOLI SICONG WANG CHARLIE CHAPLIN SULTAN OF BRUNEI
RAIN MAHAKANI JASHER KAUR OF NABHA SOLOMON R. GUGGENHEIM



The new Rolls-Royce Phantom has made its debut in Dubai. Following its recent global debut in London, the new flagship of the luxury car manufacturer was presented at the Rolls-Royce Boutique in City Walk, a very deliberate choice for the grand entrance of New Phantom in the city. The who's who of Dubai's society gathered to be some of the first to see the new Phantom – the world's leading luxury item.

The New Phantom features a spectacular Bespoke advancement with 'The Gallery'. An unprecedented new concept in luxury, 'The Gallery' reinterprets the motor car's dashboard for the first time in 100 years. Owners will be able to commission a truly individual work of art that spans the width of 'The Gallery' and sits behind a single pane of glass in their New Phantom.

"Phantom is the epitome of effortless style, an historical nameplate that occupies its very individual space in the luxury constellation", said Brett Soso, Regional Director at Rolls-Royce Motor Cars Middle East, Africa & India at the unveil, and continued: "Every one of our customers – each a connoisseur of true luxury – was asking for something even more individual to them, and we are proud to present New Phantom as a modern yet timeless masterpiece which allows to make your motor car truly as unique as your fingerprint."

New Phantom offers a wholly new, contemporary design interpretation of Rolls-Royce Phantom DNA. The all-new aluminium 'Architecture of Luxury' underpinning the New Phantom is lighter, stiffer, quieter and more technologically advanced. The many years of engineering ensures the architectural and proportional lineage of Rolls-Royce while delivering a whole new level of 'Magic Carpet Ride.' When you enter the New Phantom, one experiences 'The Embrace' of the world's most luxurious motor car. The space enhances the sense of occasion and effortless entry as the patron settles in to the car.



An all-new 6.75 litre twin-turbo V12 engine is the silently beating heart of New Phantom, providing a perfectly tuned level of power and performance. Engineers have also discreetly applied Satellite Aided Transmission, rear-wheel steering and a myriad of behind the scenes technology to provide an effortless experience. The New Phantom is the most technologically advanced Rolls-Royce ever.

From the moment Sir Henry Royce introduced the Rolls-Royce Phantom in 1925 it was judged 'The Best Car in the World' by the cognoscenti. As a result it has conveyed some of the world's most influential and powerful men and women to the most defining historical moments over the last 92 years.

Commenting on the launch, Mamdouh Khairallah, General Manager of Rolls-Royce Motor Cars AGMC said, "With this new car a new benchmark has now been set. The eighth generation of its nameplate, the 2018 Phantom heralds a new luxury business model, demonstrating that Rolls-Royce operates in the luxury goods industry like no other. As this new chapter in the Rolls-Royce story begins, it is the new Phantom that points the way forward for the global luxury industry."



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ROLLS-ROYCE & BARCLAYS BUSINESS TALK

We recently hosted an exclusive business talk at The Rolls-Royce Boutique where Mr. Henk Potts, Director of Global Research & Investments for Barclays was the official speaker, followed by unveiling the Black Badge Dawn for the first time in Dubai.



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**ROLLS-ROYCE'S ICONIC SPIRIT OF ECSTASY
DEPICTED IN ORIGINAL ARABIC ARTWORK**



A supercar, diamonds, new lovers are not enough. What if your health was your true wealth?

Elevate your expectations and give your life the attention and tranquility it deserves.

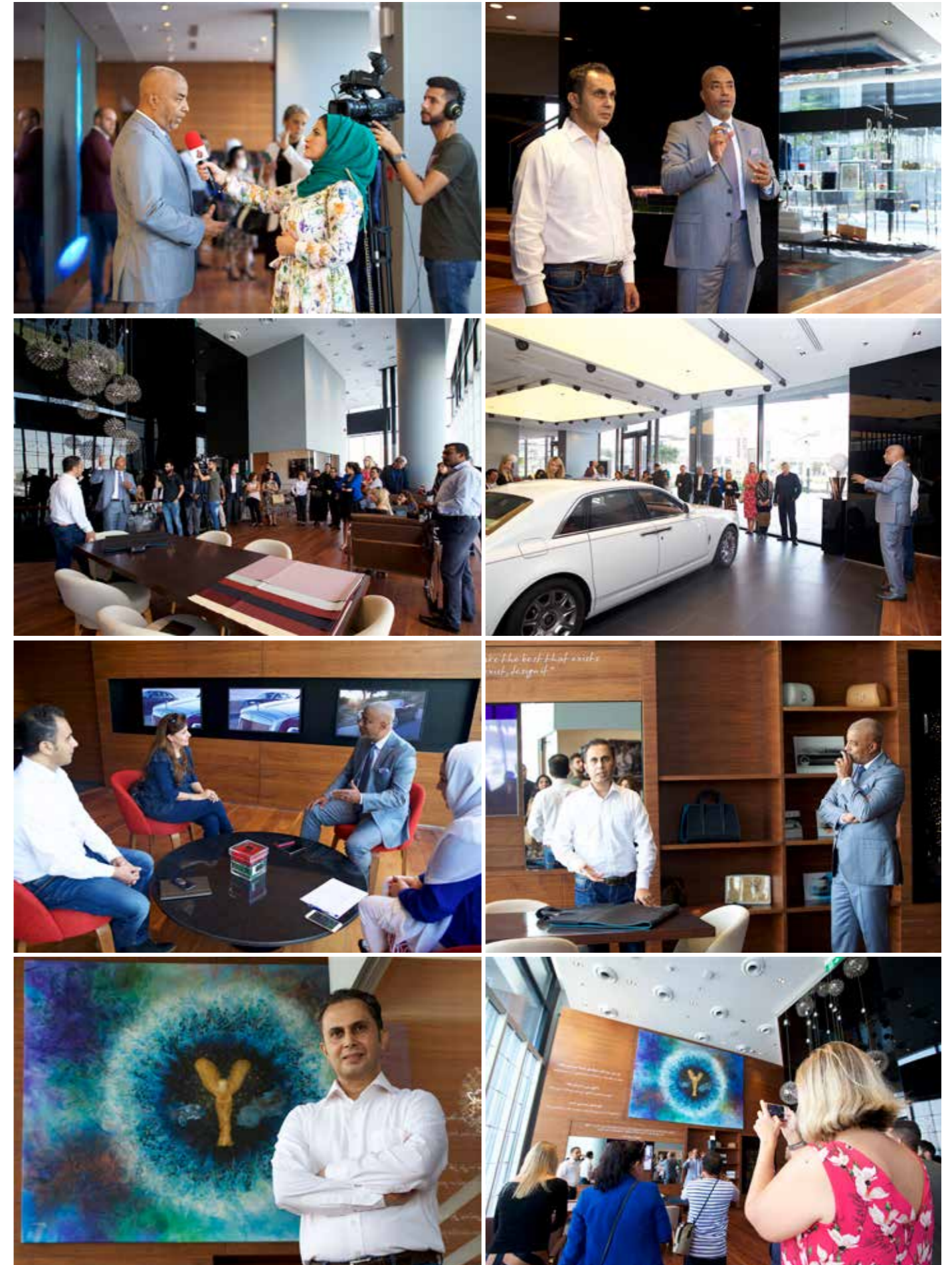
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ONE&ONLY CELEBRATES THE RE-BIRTH OF A LEGEND AND THEIR ULTRA LUXURY PORTFOLIO OF RESORTS IN 2017



One&Only resorts, created exclusively for the ultra-luxury travel market, and a brand conceived as a hallmark of excellence, has been highly anticipating the re-opening of the iconic One&Only Le Saint Géran on the white sandy beaches and turquoise lagoons of Mauritius. Celebrating the re-birth of a legend, One&Only marks the end of 2017 with the opening of One&Only Le Saint Géran on 1st of December, following a multimillion dollar investment.

When it originally opened in 1975, at the very beginning of Mauritius' modern tourism history, One&Only Le Saint Géran ignited the world's love with the island and kick-started its success as a resort destination. The resort holds a legacy of memories and moments that have lasted four decades. The transformation over the last year has cherished the resort's unique character it is poised to set new standards of ultra-luxury on the island of Mauritius.

Nestled amongst stunning tropical gardens with sublime Indian Ocean views, the iconic resort has been completely transformed to create the ultimate Mauritian experience for today's discerning travellers, with local

nature, materials, craftsmanship and service at the heart of each re-imagined space. The reborn resort boasts beautifully redesigned guestrooms and suites with luxurious interiors, enhanced culinary experiences, a rejuvenated spa with ultra-modern facilities as well as new swimming pools and wellness areas, while simultaneously retaining what guests have always loved - a sense of exclusive seclusion on its own private peninsula, and the treasured genuine service the resort is renowned for.

One&Only's award-winning portfolio of Beach Resorts spans the globe and starts right here in the region. One&Only Royal Mirage in Dubai delights guests with traditional Arabic architecture, 65 acres of lush gardens and one kilometre of private beachfront, while One&Only The Palm is an elegant escape from the city, with private villas and an expansive beachfront. Perhaps the most secluded One&Only resort can be found in the Maldives at One&Only Reethi Rah, where the resort is situated on its own island amongst pristine atolls. One&Only Reethi Rah has redefined privacy with luxury villas each situated in their very own corner of the island, ensuring guests, whether enjoying family time or romance, their company is only their own.



Located in a vast unspoiled wilderness, Emirates One&Only Wolgan Valley is an ultra-luxury conservation-based resort occupying just one percent of a 7,000 nature reserve in the Greater Blue Mountain World Heritage Area of Australia, with secluded private villas, sustainably sourced culinary delights and exceptional curated activities in a spectacular natural setting. One&Only Cape Town has breath-taking panoramic views of Table Mountain, offering guests a variety of luxurious accommodation options with private suites of different sizes. The resort has specially tailored an experience for GCC visitors with an

Arabic speaking concierge and halal menus. The extraordinary portfolio is completed by One&Only Palmilla in Mexico, an iconic and original resort that embodies a rich and storied One&Only history and located on the most exclusive coastline luxury on Baja Peninsula.

One&Only recently announced the evolution of the brand's portfolio beyond award-winning Beach Resorts, to include Nature Resorts, Urban Resorts and Private Homes.



These new experiences will complement the existing resort collection, set in some of the most beautiful locations in the world, offering guests a distinctive style and personality borne of its local culture, a genuine hospitality and a lively energy that is unparalleled.

As part of the new Nature Resorts portfolio, One&Only opened Nyungwe House, a partner hotel of One&Only, and One&Only Gorilla's Nest in 2018; both located in the lush green forests of Rwanda. Expanding into Europe, One&Only Portonovi in Montenegro will be the first European One&Only resort, and will be followed by the recently announced One&Only Kéa Island in Greece. Additional resorts in development include One&Only Mandarin and One&Only Santa Maria de Xala, both located in breath-taking coastal settings in Puerto Vallarta, Mexico.

One&Only is evolving the brand framework to meet the changing needs of today's luxury traveller. One of a kind service, tailored experiences, variety of accommodation, landscape and vistas make every experience at each One&Only resort unparalleled.

One&Only

oneandonlyresorts.com



Inspired by the marque's rich history depicted in the recent 'House of Rolls-Royce' films and combining the philosophy of Rolls-Royce Motor Cars' co-founder, Sir Henry Royce – Rolls-Royce AGMC is pleased to unveil its latest original Arabic artwork created by Dubai-based Syrian artist Khaled AlSaa'i. Following the success of his first piece depicting the marque's famed 'Spirit of Ecstasy', the second original artwork by AlSaa'i adorns world's first experiential showroom - The Rolls-Royce Boutique.

This eye-catching artwork is new the focal point in the Boutique's exclusive Bespoke Atelier which has taken cues from the worlds of fine art, design and high fashion, to provide customers with the opportunity to explore the possibilities that cutting-edge, Bespoke design allows. Commissioned by Mamdouh Khairallah, General Manager of Rolls-Royce Dubai and measuring an impressive 3 by 4 metres, the original artwork colourfully combines Rolls-Royce's rich history and innovative present in an Arabesque fashion. The original artwork features the words of Sir Henry Royce, 'Accept nothing nearly right or good enough' and 'The quality will remain when the price is forgotten', alongside the Latin quote 'Whatever is rightly done, however humble, is noble'.

These words are a part of the ethos which drives the luxury marque's constant pursuit of creating the best motor cars in the world for over a century and are depicted in AlSaa'i's new artwork which was two months in the making from inception to completion.

Inspired by the 'House of Rolls-Royce' and blending together the marque's notable history and its visionary present, Khaled created this refined piece of original art by working primarily with acrylic paint paired with oils, and using a unique layering and overlapping technique which creates the most vibrant hues and visible texture. Commenting on the artwork, Mamdouh Khairallah, General Manager of Rolls-Royce AGMC said, "It has been a privilege to work with Khaled again to create such a beautiful a piece representing both the past and present of Rolls-Royce Motor Cars. We look forward to welcoming our valued customers to our Bespoke Atelier to see the piece for themselves as they gain inspiration for motor cars."

This striking original artwork adorns the wall of the Bespoke Atelier, providing a sensational focal point for customers to further inspire them whilst creating their own unique Rolls-Royce motor car at the Rolls-Royce Boutique in City Walk, Dubai.



One&Only

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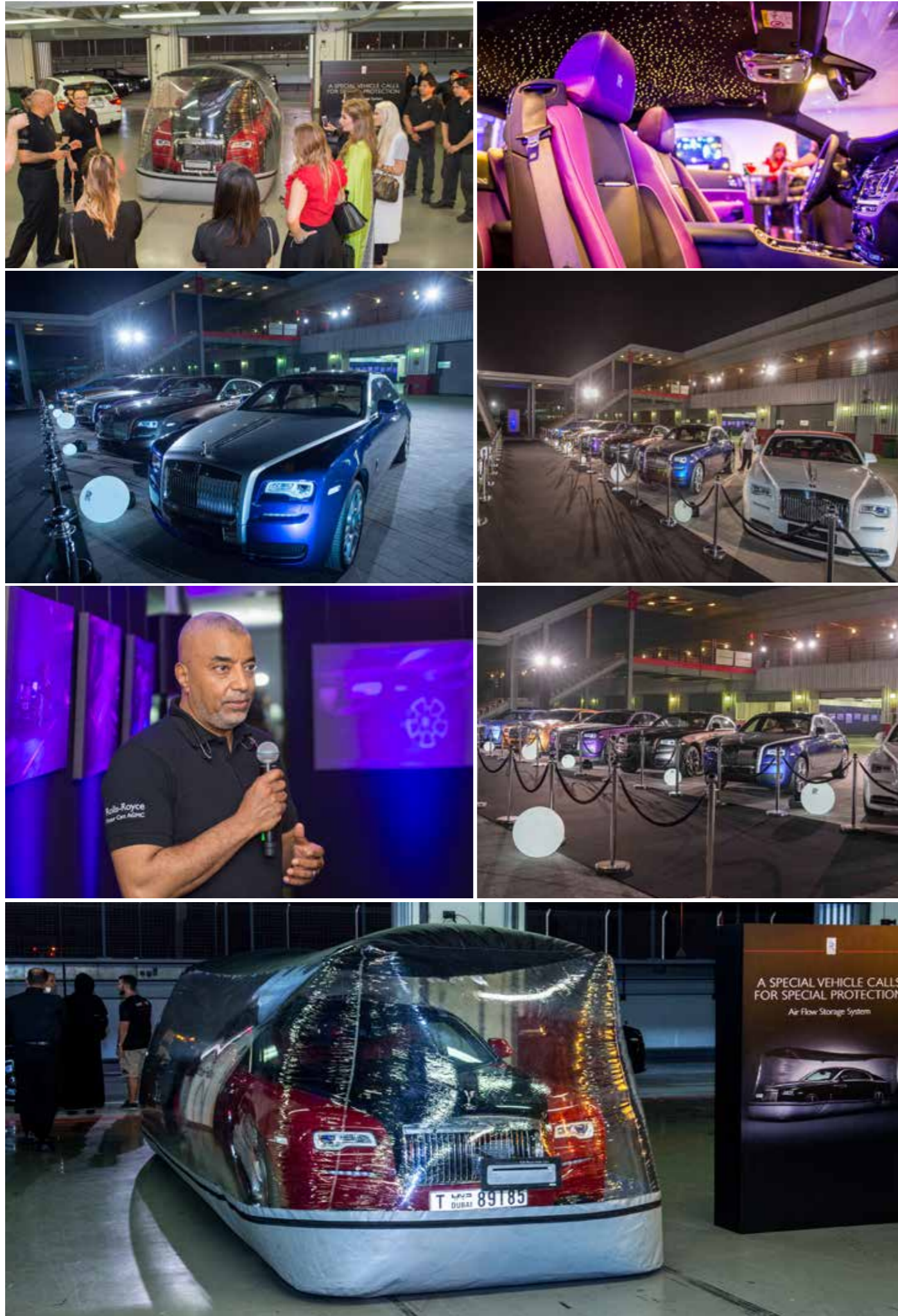
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ROLLS-ROYCE MOTOR CARS DUBAI HOST TRACK EVENT FOR 'BLACK BADGE'



AGMC, the sole authorised dealer for Rolls-Royce Motor Cars in Dubai, Sharjah and Northern Emirates hosted their esteemed customers and partners over three evenings for an exclusive track event that took place at the Dubai Autodrome for 'Black Badge' – the marque's dark and edgy lifestyle statement. Guests at the event had the opportunity to experience the darker and more assertive alter ego of Rolls-Royce in the form of Ghost Black Badge and Wraith Black Badge in a unique driving experience around the track at the Dubai Autodrome. The track environment allowed guests to experience the slightly more physical driving-focus of Black Badge with significantly increased handling capability, a high degree of steering feedback and more neutral cornering characteristics.



In addition, the Aftersales team from AGMC were also present to provide customers with a service checkup for their Rolls-Royce motor cars ahead of summer and to share more information about the brand's unique airflow car cover that was on display, which allows the motor car free airflow while keeping out any dust or humidity. Commenting on the event, Mamdouh Khairallah, General Manager of Rolls-Royce AGMC said, "We are pleased to have had the opportunity to showcase the unique driving experience of both Wraith and Ghost Black Badge to our discerning customers and partners during our track event. Underpinned by engineering excellence, Black Badge is a truly transformative moment for the Rolls-Royce brand and we truly enjoyed sharing it with our guests and look forward to sharing with them the new Dawn Black Badge which was recently announced."



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ROLLS-ROYCE MOTOR CARS DUBAI BECOMES HIGHEST SELLING DEALERSHIP GLOBALLY

DUBAI SEES OFF STRONG CHALLENGES FROM ABU DHABI, LONDON, MIAMI AND BEVERLY HILLS TO TOP DEALER RANKINGS IN 2016

Rolls-Royce Motor Cars Dubai (AGMC) has been announced as the world's highest-selling dealer of Rolls-Royce motor cars in 2016, following the release of the super-luxury marque's 2016 sales figures earlier this week. Echoing the city's ethos of always aiming to be the best, the sole authorised dealer for Rolls-Royce Motor Cars

in Dubai, Sharjah and Northern Emirates saw off strong challenges from the official Rolls-Royce dealers in Abu Dhabi, London, Miami and Beverly Hills to take top spot in 2016, on the back of a strong sales performance in what was a challenging economic climate for the wider region. AGMC also invested heavily in the brand

in 2016, launching the world's first ever 'Rolls-Royce Boutique', a highly progressive new concept in luxury in Dubai's City Walk in October of last year. The product of a multi-million-dollar investment, the generously appointed facility spans 7,300 sq. ft. and features top-to-bottom vectorized pixel-animation screens on the external windows, visible to passers-by from the road and sidewalk.

The Boutique complements their existing 10,000 sq. ft. flagship showroom on Sheikh Zayed Road which features the world's most advanced Rolls-Royce Aftersales Centre. Commenting on the announcement, Mamdouh Khairallah, General Manager of Rolls-Royce Motor Cars AGMC said, "Dubai is a city that is known around the world for making the impossible a reality, for pioneering new concepts and for competing to be the best. We are honoured and delighted to contribute to Dubai's success by placing its

name at the summit for Rolls-Royce sales globally, despite competing against other markets with much bigger populations."

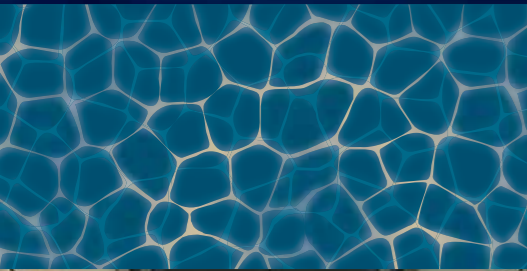
Rolls-Royce Motor Cars announced its second highest ever annual sales results in the brand's 113-year history, up 6% on its 2015 results. A total of 4,011 cars were delivered to customers in more than 50 countries, affirming the marque's strength and resilience in a year of challenging market conditions for luxury good worldwide.

Sustained global demand for Rolls-Royce's fine products was driven by the continued success of the Wraith and Ghost families, which were further enhanced in 2016 with the introduction of their new Black Badge variants. Another major contributor was Dawn drophead which entered full production with the strongest pre-order book ever achieved by a new Rolls-Royce model.



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The Neyk Submarine has a fully pressurised hull and will be exceptionally manoeuvrable. It brings together high-end technologies and components that have been proven in practice around the world in a submarine which is outfitted in bespoke, state-of-the-art facilities in the Netherlands.

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Neyk Submarine offers speed, comfort and maximum customisation Construction is underway on the first luxury submarine to feature an interior from the private jet industry. The product of eight years of research & development, Ocean Submarine in the Netherlands is teaming up with leading experts from around the world such as Rolls Royce, MTU and Bosch to create the Neyk Submarine. Built in a modular construction in high-yield steel to a design optimised by NASA, the submarine will offer an unprecedented degree of luxury and customisation, speeds of up to 15 knots and can carry as many as 20 passengers.



The Neyk Submarine has a fully pressurised hull and will be exceptionally manoeuvrable. It brings together high-end technologies and components that have been proven in practice around the world in a submarine which is outfitted in bespoke, state-of-the-art facilities in the Netherlands. A compact and lightweight structure offers various options in terms of finding the right location on a superyacht while also enabling the craft to reach speeds around three times higher than conventional private subs.



Customisation options include fitting landing gear so that the sub can come to rest on a beach, adding a dedicated diver lockout chamber, and transforming the nose area into a 270-degree underwater observation room. The first Neyk Submarine will have an overall length of 19 metres (63ft), a maximum displacement of 100 tonnes and be able to take up to 12 passengers to depths of 150 metres (500ft). It will have large panoramic viewports on top and three acrylic viewports on either side, as well as comfortable seats, a bar, a library and a complete galley.

A WORLD OF ADVENTURE

As the Ocean Submarine is based on a modular construction approach, owners can have anything from a classic to an ultra-modern interior style, including opting for the same look & feel as the motheryacht and/ or its tenders. Three different models are available in 20, 22 and 24 metres respectively, with six and nine-metre tender versions also available. The teardrop shaped design adds to the aesthetic attractions for superyacht owners. It also helps facilitate the high speed and range, which will for instance allow owners to travel anonymously underwater from their berth in Monaco or St Tropez to the helipad at Nice airport. As you would expect, major



My experiences convinced me that we could develop a unique new submarine in partnership with experts from every branch of aviation and underwater vessels. The project began in 2009 based on a hull that would be suitable for the Navy and coastguard services as well as the luxury market. Having built up considerable expertise in aircraft, spaceships and underwater vessels, my goal was to combine this with the wealth of know-how available in the world today. The result is a new generation of submarines featuring a single multipurpose hull, offering a unique level of luxury and experience in a submarine.

- Van Eijk



investments in money as well as time are behind this ground-breaking project. The production facilities in the Netherlands are first-class and include the largest CNC-cutting machine in the world, ensuring millimetre precision for every part of the vessel. The use of interior rings adds to the overall strength of the smooth hull, an essential aspect when heading down into the high-pressure depths. Maximum safety will be assured by the most stringent testing regime possible.

The first Neyk Submarine is due to be completed in January 2018.
For more information see:

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Welcome to the Rolls-Royce Motor Cars
Golf Pro-Am 2017



ROLLS-ROYCE GOLF PRO-AM



Rolls-Royce AGMC hosted the Pro-Am Golf Tournament at the Trump International Golf Club on November 23, 2017. Our valued customers were invited for a chance to compete against one another whilst also enjoying a number of entertaining activities throughout the day.

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ROLLS-ROYCE CELEBRATES SUCCESSFUL 20TH
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Rolls-Royce Motor Cars celebrated a successful 20th anniversary of the Goodwood Revival with a significant presence throughout the weekend. This year the renamed 'Gordon Galleries' recaptured the sights, sounds and atmosphere of the marque's glamorous premises in London's West End during the 1950s with a stunning 1956 Rolls-Royce Silver Wraith Extended Wheelbase taking centre place.

Finished in black over red with a body by Freestone & Webb, the car was first presented at the 1956 British International Motor Show at Earl's Court, London. Rolls-Royce was also represented on the legendary motor circuit itself with a handsome 1966 Rolls-Royce Phantom V Touring Limousine (PV 23 design). Finished in ivory over black with body by coachbuilder James Young, the car formed part of the Course Director's entourage and conveyed invited guests in period luxury throughout the weekend.

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Rolls-Royce Motor Cars today unveiled its first ever 'Rolls-Royce Boutique', a highly progressive new concept in luxury, in Dubai, UAE. Torsten Müller-Ötvös, Chief Executive Officer;

Rolls-Royce Motor Cars, presided at the official inauguration ceremony, alongside officials from AGMC, the sole and authorised representative for Rolls Royce Motor Cars in Dubai, Sharjah and the Northern Emirates of the UAE.

The new space speaks of Rolls-Royce's commitment to effortlessly integrating itself into the lifestyles of its patrons. The location, at the centre of Dubai's City Walk, a globally recognised luxury and hospitality hot-spot, therefore boldly counters traditional automotive thinking in placing the house within a centre of fine fashion, art and cuisine that Rolls-Royce customers frequent.

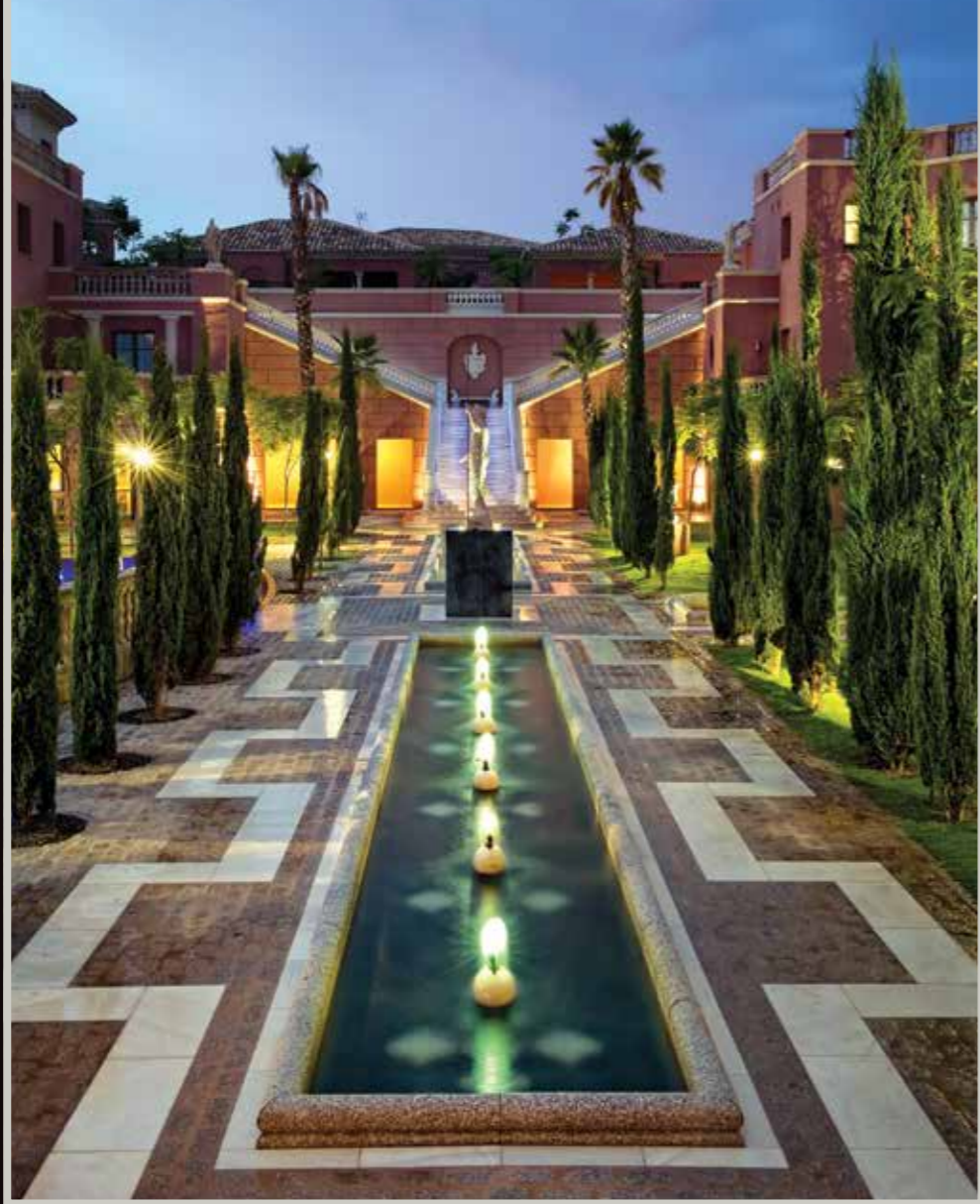
The permanent Boutique has been created in the same spirit as the marque's highly successful Summer Studio in Porto Cervo, Sardinia which has rapidly established itself as a celebrated centre of 'true luxury' in one of the world's most exclusive enclaves. The Boutique therefore blends spaces that bring to life the spirit of the marque's Centre of Excellence in Goodwood, England with a vibrant, social atmosphere. The Boutique is set to become a place to see and be seen for the region's most discerning and eminent patrons of luxury.

This is achieved through a curated series of experiential areas including: an Inspiration Studio, Bespoke Atelier, Interactive Spirit of Ecstasy, Pinnacle Café, Affinity Partner Display, Virtual Reality Configurators and staging for Bespoke one-of-one motor cars or newly-launched collections.

The product of a multi-million dollar investment from AGMC, the generously appointed facility spans 7,300 sq.ft. and features top-to-bottom vectorized pixel-animation screens on the external windows, visible to passers-by from the road and sidewalk. Befitting a house that always seeks to deliver effortlessness to its patrons, it is the only Boutique in City Walk that will have year-round valet parking for its guests.

The Rolls-Royce Boutique is AGMC's second Rolls-Royce showroom facility in Dubai, complementing their existing 10,000 sq. ft. flagship showroom on Sheikh Zayed Road which features the world's most advanced Rolls-Royce Aftersales Centre.

Speaking at the opening ceremony, Torsten Müller-Ötvös, said, "Dubai is an important part of our brand's success story, and it has been among the top five markets in the world for Rolls-Royce for three consecutive years, placing it alongside or above other markets with much bigger populations.



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Our success in Dubai and the rest of the world is borne of an intimate understanding of the lifestyle requirements of the world's most discerning patrons of luxury. True luxury houses like Rolls-Royce must therefore constantly strive to innovate and inspire."

He added. "AGMC's investment is testament to their commitment to delivering truly progressive experiences to Dubai's most eminent men and women. This extraordinary space will become a social hot-spot that perfectly encapsulates the spirit of Rolls-Royce's Centre of Excellence in Goodwood, England."

Stathis I. Stathis, Managing Director of AGMC, said, "It's no secret that Dubai is a city of accomplishments and record-breaking initiatives. From the marvel that is the Burj Khalifa through to winning the bid for Expo 2020, Dubai has proven time and time again it is a place where the impossible becomes possible. Where vision, coupled with hard work and resolve, can lead to achievements that are rightly celebrated and respected around the globe. We are proud to now add the first ever Rolls-Royce Boutique to those achievements."

The Rolls-Royce Boutique features four distinct areas:

The Inspiration Studio will be the staging point for one-of-a-kind examples of Rolls-Royce Bespoke motor cars. This will serve to inspire patrons by showcasing what is possible

when working with the marque's full Bespoke palette. The space also features an Interactive Spirit of Ecstasy Wall, which uses motion-capture technology to allow visitors to briefly transform themselves into the iconic statuette that embellishes every Rolls-Royce motor car; and an interactive configurator to help customers conceive initial ideas for their own Bespoke vision.

The Bespoke Atelier takes cues from the worlds of fine art, design and high fashion, and is filled with thought-provoking textures, themes and colours, giving customers the opportunity to explore the possibilities that cutting-edge, Bespoke design allows. The displays of paints, marquetry, exotic woods, leathers, piping, tread plates and accessories such as picnic hampers and Gold-plated 'Spirit of Ecstasy's have been selected to stimulate discussion and nurture creativity, helping to inspire customers when commissioning their own unique Rolls-Royce motor car. The centerpiece is a stunning piece of original art from Syrian artist Khaled Al Saei, depicting the Spirit of Ecstasy in Arabic Calligraphy.

The Pinnacle Café is a space for Rolls-Royce customers to relax, meet with friends, or even host business meetings in an exclusive and luxurious atmosphere. Rolls-Royce will invite other luxury brands to display their rarest and most unique items in the Affinity Area, with the displays regularly changing, thus providing further inspiration to visitors and also creating a luxury shopping boutique feel for customers.

The Rolls-Royce Boutique is open from 10:00 am to 10:00 pm seven days a week.

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AGMC, the authorised dealer of Rolls-Royce Motor Cars in Dubai, Sharjah and the Northern Emirates has introduced a world first: a dedicated Provenance showroom in Sharjah, offering a collection of the finest previously-owned Rolls-Royce motor cars. The showroom was inaugurated earlier this month by H.E. Sheikh Sultan bin Ahmed Alqasimi, Chairman of Sharjah Media Centre at a private ceremony held at the new showroom.

Celebrating their 40th anniversary this year, AGMC's opening of the world's first Provenance showroom is a part of the dealer's expansion plans. This includes recent and upcoming launches of new sales and services facilities, the introduction of new services and products for their valued clients.

Provenance is the marque's official pre-owned certified programme which merges both Rolls-Royce Motor Cars' uncompromising standards with its drive for excellence to ensure that every Provenance vehicle not only delivers total reassurance but - combined with a minimum two year servicing and warranty cover - is also a sound investment for the future.

The dedicated Provenance showroom, located in Sharjah hosts an unparalleled collection of meticulously cared for previously-owned Rolls-Royce motor cars such as the regal 2009 Phantom

EWB and an eye-catching 2016 Orange Metallic with Burst Silver Bonnet Ghost, which were both on display during the showroom's recent launch.

Speaking after the launch, Mamdouh Khairallah, General Manager of Rolls-Royce Motor Cars AGMC said, "We are delighted to have opened the world's first Provenance showroom, which will provide our discerning clientele with the opportunity to continue the journey of a Rolls-Royce that has been meticulously cared for and maintained at the highest level. The first of its kind, this dedicated showroom provides the unrivalled attention to detail, along with exceptional service which allows us to provide motor cars that are no different, and drive as beautifully as the ones leaving Goodwood today."

Customers who purchase a motor car through AGMC's new Rolls-Royce Motor Cars Provenance showroom may also add to its individuality and legacy by selecting from a breadth of Rolls-Royce accessories such as gold or illuminated spirit of Ecstasy, Starlight Headliner, Picnic basket, battery charges, wheel rim set and car covers.

The Rolls-Royce Motor Cars AGMC Provenance showroom is now open in Industrial Area 12, Road 3, Sharjah, United Arab Emirates daily from 8.30 am until 7 pm.



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Galeon 780 CRYSTAL.

A flagship model and showcase of Galeon engineering, the 780 CRYSTAL offers superior handling and performance coupled with a stunning, highly customizable interior and a plethora of optional equipment. The stunning exterior created by Tony Castro Naval Architects offers an abundance of space on all three decks. The clever seating arrangement on the flybridge allows for the placement of an optional hot tub, comfortable sunbeds, second steering station and a wet bar for the guests to enjoy. The exciting line of the CRYSTAL in no way compromises the amount of natural light available in any of the cabins.

Galeon 780 Crystal Specification

Length overall	24.50 Meters
Beam overall	5.80 Meters
Draft max (canoe body)	1.30 Meters
Mass of light craft condition	54.540 T
Max. Engine (-s) power	2x1412/1920

Galeon 485 HTS.

The 485 HTS joined the amazing third-generation Galeon model lineup with its brilliant, awe-inspiring design. This sports-oriented, open deck model, focuses on providing high manoeuvrability and a thrilling ride while still maintaining an exceptional level of comfort. The layout of the 485 HTS was conceived to offer a convenient and spacious living arrangement.

The main deck features a U-shaped sofa, wet bar and a helm station with double seats. The cockpit area is occupied by a settee and sundeck and can be divided by retractable glass doors to help keep the elements at bay.

Passengers will surely enjoy the bow leisure area with a protective bimini as well as the large sundeck in the cockpit shaded by the automatic marquee system. A wide range of engines with IPS or sterndrive propulsion systems is available along with a comprehensive list of additional equipment and several interior design lines.



Galeon 780 Crystal Specification

Length overall	14.98 Meters
Beam overall	4.25 Meters
Draft max (canoe body)	0.82 Meters
Mass of Light Craft Condition	13.600 T
Max. Engine (-s) power	2x320/435



485 HTS



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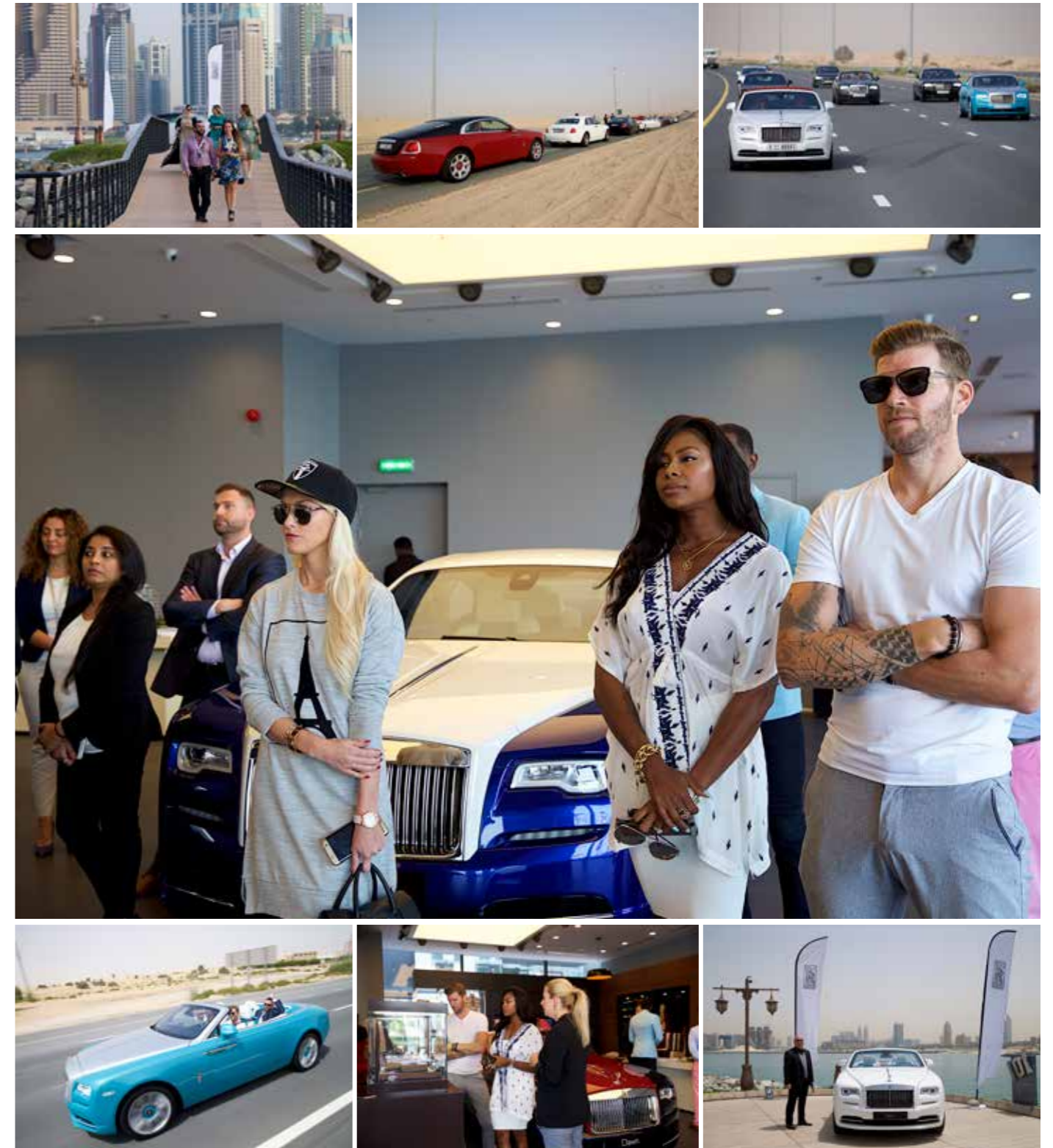
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Earlier this year, Rolls-Royce Dubai hosted the 'Signature Journey', where esteemed guests were invited over the span of three days to experience the pinnacle of luxury that Rolls-Royce Motor Cars has to offer. Beginning at the world's first Rolls-Royce Boutique in Dubai's City Walk, guests were briefed on the marque's Bespoke programme and the cars they would be driving. Guests could then choose to get behind the wheel of either a Dawn, Wraith, Ghost, Wraith Black Badge and Ghost Black Badge.



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Guests then took part in an unparalleled driving experience in the Rolls-Royce of their choosing as they went on a mesmerising drive through the dynamic streets of Dubai, before changing from land to sea where they boarded a luxurious Riva Yacht. Whilst enjoying delectable canapes and beverages as the sun set on board the yacht, guests had the opportunity to view the new Serenia Residences at The Palm in collaboration with Palma Holdings & Art Marine.

This unique 'Signature Journey' allowed guests the opportunity to experience the true luxury of the marque through a unique lifestyle experience taking them from the heart of Dubai's City Walk to a luxury yacht on the Arabian Sea.



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From the inception of the marque 113 years ago, Rolls-Royce Motor Cars has stood alone in serving the world's wealthy and influential an exquisite blank canvas from which to express their tastes, lifestyles and passions. Where once this fell to independent coachbuilders, the execution of the most deeply held desires of the most discerning patrons of luxury in the world is now performed by the marque's Bespoke department, a collective of extraordinary designers, engineers and craftspeople at the marque's centre of excellence in Goodwood, England. Today, practically every motor car that leaves the Home of Rolls-Royce in Goodwood, England is Bespoke. What follows is a small snapshot of some of 2016's finest examples of Bespoke design and craftsmanship.

This approach is driven by Rolls-Royce's founding belief that true luxury houses must intimately understand their patrons to execute their boldest visions at the hands of master craftspeople. True luxury is therefore deeply personal and commissioning a Rolls-Royce a process more akin to the creation of a work of art. For our customers, it is an act of patronage.

It is this commitment to empowering its patrons to create the world's finest objects in their own image that defines Rolls-Royce's position as a true luxury house. A philosophy exquisitely expressed throughout 2016, a remarkable year of creative endeavour for the marque's Bespoke department.

"Rolls-Royce patrons live in a world beyond material acquisition, indeed they seek to commission, curate and collect. This is why they come to houses like Rolls-Royce

to commission deeply personal luxury items, knowing this will be executed at the hands of the world's most skilled artisans. In commissioning these extraordinary objects in close collaboration with our designers they create a timeless legacy, often profoundly inspired by the most important moments in their lives," said Torsten Müller-Ötvös, Chief Executive, Rolls-Royce Motor Cars. "Rolls-Royce will never stray from this path, ensuring the precious relationship between patron, house and artisan is never derogated by proliferation. This unique approach is beautifully expressed in just a small collection of some of the remarkable commissions executed at our centre of global excellence in 2016."

Phantom Zenith Collection

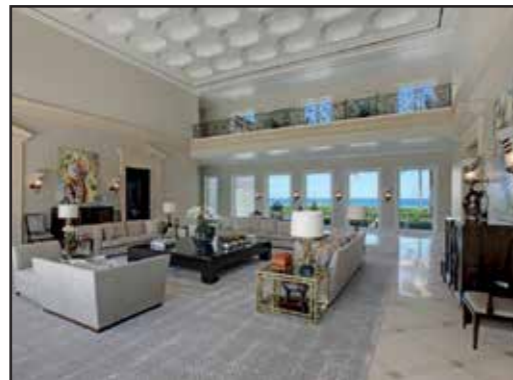
Naturally, in its final year of production connoisseurs and collectors were moved to commission stunning examples of the seventh generation Phantom – these promise to take pride of place in some of the most significant collections in the world.

As Phantom Coupé and Phantom Drophead Coupé prepared to leave the stage in 2016, the marque's patrons were invited to commission just 25 final examples of each body-style. These stunning motor cars elegantly celebrated the manner in which these extraordinary motor cars augment the lifestyles of the most discerning patrons of luxury in the world. In hallmark

Rolls-Royce style, every possible comfort was considered. For example, enhancements to the rear-split tailgate included a meticulously engineered and crafted glass-shelf from which to serve champagne, whilst the luggage compartment proved the perfect staging point for a civilised rest-stop when touring.



Spectacular Ocean to Intracoastal Estate



Flourishes like the addition of champagne fridge, large enough to hold two bottles and eight Rolls-Royce glasses served to demonstrate Rolls-Royce's unique understanding of its patrons.

As a final touch, the central fascia drawer is used to house a priceless memento signifying each car's status as one of the very last. On opening, owners discover a removable polished aluminium case, laser engraved with their motor car's unique identification number surrounded with a beautiful application of Best English Blacking – a technique most commonly associated with fine gun-making. Within this sits a piece of automotive history, not attainable by any other means; a single piece of the seventh generation Phantom's Assembly Line at the Home of Rolls-Royce in Goodwood, England. This remarkable collectors' piece is completed with the expression of co-ordinates, stating the exact part of the Assembly Line from where the metal was extracted.

Extraordinary detail and application –

The Peace and Glory Phantom

One of the final Bespoke commissions of the seventh generation Phantom Extended Wheelbase was crafted for an entrepreneur in the Far East, showcasing the ingenuity and application of the marque's craftspeople through the art of embroidery. In this instance, they exquisitely replicate the pattern of tiger fur in the rear centre console. Beyond that, this stunning example features a wealth of unique interior fittings, echoed with a subtle gold coachline and motifs on the Madeira Red exterior. The cabin of this Phantom is furnished in a two-tone design of Moccasin and Fawn Brown leather, and is embellished with multiple personalised motifs stitched into the hide and laid into the veneer, all by hand. Bespoke white instrument dials contrast with a Consort Red steering wheel rim – elegantly expressing the breadth of colour palette at the disposal of the marque's patrons when creating truly unique Bespoke commissions.

The 'Blue Magpie' Phantom Drophead Coupé

Cultural emblems and stories so often inform the vision of the marque's patrons, as beautifully displayed in this commission by a gentleman in Taiwan. This elegant Phantom Drophead Coupé was one of the very last built and incorporates a number of Bespoke features of regional significance. The exterior is finished in Silverlake with an Andalusian White bonnet and an engraved Spirit of Ecstasy in gold. Hints of gold are also incorporated in the Bespoke twin coachlines and the pinstripes circling the wheel centres. The headrests are embroidered with an illustration of the blue magpie, a bird which can only be found in the owner's homeland of Taiwan, while Mother of Pearl inlays sit within the veneers, instrument dials, clock and control knobs. Attention to detail even extends to the floor of the car's luggage compartment, which is is uniquely finished in teak with white maple inserts.

Dawn, Ghost and Wraith... a wider palette

Dawn, Ghost and Wraith equally serve as the perfect canvas for the most discerning patrons of luxury in the world. This has driven Rolls-Royce's Bespoke department to its most successful and creative year in history.

The invention of colour – Mr Fux's Pebble Beach Dawn

US collector Michael Fux, a connoisseur collector, delights in challenging Rolls-Royce's designers and craftspeople to develop truly unique materials, hues and features. The results serve as some of the boldest and most emblematic examples of Bespoke design ever executed at the marque's centre of excellence in Goodwood. When Mr Fux came to commission his first Dawn for handover at Pebble Beach, he came to develop his very own colour, dubbed 'Fux Blue', which will remain reserved for his exclusive use. The stunning exterior shade is complemented by a blue hood in the same tone, in contrast to the Arctic White rear deck and fittings to

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the interior. In order to ensure perfect sartorial harmony, the marque's designers clothed the entire interior including steering wheel, instrument panel cowling and interior veneers in Artic White, creating a truly unique and contemporary aesthetic.

'Dusk until Dawn' at Porto Cervo

To mark the beginning of the 2016 summer season with the opening of the Rolls-Royce Summer Studio in Porto Cervo the Bespoke team created unique examples of both Wraith and Dawn. The dusk-inspired Wraith is finished in subtle two-tone Premiere and Jubilee Silver paintwork. When the doors are opened an exquisitely vibrant interior is revealed. A combination of Tailored Purple, Purple Silk and Powder Blue leather draws on visual highlights in the sky above Sardinia. The exotic fringes of Porto Cervo's nightlife are reflected in the use of luxurious and supple Ostrich leather on the centre consoles and door panniers.

Porto Cervo's location on the Costa Smeralda provided natural colour cues and visual inspiration for the accompanying Dawn. The exterior is painted in lustrous Emerald Green, with matching interior accents complementing the Seashell leather. Open-pore teak panelling throughout the cabin is enhanced by a Bespoke piece of jewellery that adorns the display lid, with Emerald stones and Mother of Pearl set into white gold to form a jewelled graphic reminiscent of a compass rose.

Sounding the perfect note –

Rolls-Royce Inspired by the Greats

Again, it is deeply held passions that serve as the inspiration for a stunning collection of motor cars. Commissioned by a Rolls-Royce dealer in the Middle East, this collection celebrates the work of the great classical composers.

This Ghost features a monochromatic exterior design, embellished with a striking coachline that incorporates the clef-like motif. The motif is echoed throughout the cabin, adorned on the clock, laid into the wood and stitched into the headrests. A particularly elegant Bespoke feature is the Barrel Oak veneer dashboard panel, with a 'folded back' design that reveals Dark Ebony woodwork beneath, inscribed using the art of marquetry with the exact musical notation from the patrons favourite piece.

A nautical Dawn for Pebble Beach

For many of the marque's patrons, a Bespoke Rolls-Royce serves to celebrate a long-held passion.

Taking inspiration from the designs of high-performance yachts, a nautical-themed Dawn was commissioned by a Floridian and delivered to her at the 2016 Pebble Beach Concours d'Elegance. Finished in a two-tone combination of Arctic White with a Midnight Sapphire windscreen surround and bonnet, the sleek convertible mimics the high-contrast appearance of a superyacht, complemented by a teak rear deck and 'Canadel' teak interior panels. The Bespoke cabin clock is inspired by its patron's favourite watch. As well as referencing the Pebble Beach handover, the treadplate completes the nautical theme, showing the four international maritime signal flags that spell out 'Dawn'.





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Nothing makes a man feel and look as impeccable as a tuxedo does. A tuxedo is a classic essential, for every man because... If you're looking to turn some heads and make a style statement, then sport a tuxedo at least once or twice a year during grand events!

Since time immemorial, black has been the classic shade worn by men, but today the colour blue is making its way into the contemporary man's wardrobe. Experimenting with fabric, like wool or velvet can also add variety and versatility to one's appeal, by making him appear edgy. Should you have a more traditional sense of style, then a white tuxedo may be just right for you; for those who like to play with color, navy blue is always a good choice.

Men who like to be adventurous with their look can play around and style their jacket by adding a pop of colour and adorning it with a lapel pin or pocket square. To stand out in the crowd, one can also move away from the classic two-button or notch lapel and instead try the one button/peak lapel or the shawl lapel.

Some of the new trends that in fashion today include a patterned fabric for the tuxedo, whilst choosing a broader lapel but still in black satin. It doesn't seem like the tuxedo has a conventional colour or fabric that one must stick to; it can be customized depending on each one's taste and personality. At the end, however, a tuxedo is always a classic piece, irrespective of its fabric and every man with a sense of style looks forward to carrying it off for a gala evening.

Apart from the tuxedo, the dress shirt and bow tie also play a big role in completing the ensemble. Many a times, people shy away from a classic look and want to come up with new ideas but there is no denying that the pleated and wing collared shirt, along with a tie-on butterfly bow tie, will always be in style. Some acceptable changes can be a white self-patterned shirt without any pleats or frills or a shirt with a regular collar instead of a winged one.

A new trend that's doing the rounds these days is a velvet bow or a diamond shaped bow tie and it totally works with the classic ensemble. To complete the look there are the metal studs and the concealed buttons, which add a further sense of formality to one's appearance. Many prefer metal studs to complete the look, while others go for the concealed shirt placket so that they can avoid losing the studs and have a hassle-free evening with style and panache.

ascotandchapels.com



ROLLS-ROYCE 'SWEPTAIL' – THE REALISATION OF ONE CUSTOMER'S COACHBUILT DREAM

When, approximately one year ago, Rolls-Royce presented I03EX to the world, it invoked its coachbuilding heritage to inspire its future clientele. This Vision Vehicle envisaged a world of completely personal luxury mobility where new technologies would allow every Rolls-Royce to be designed in their owners' image, should they wish.



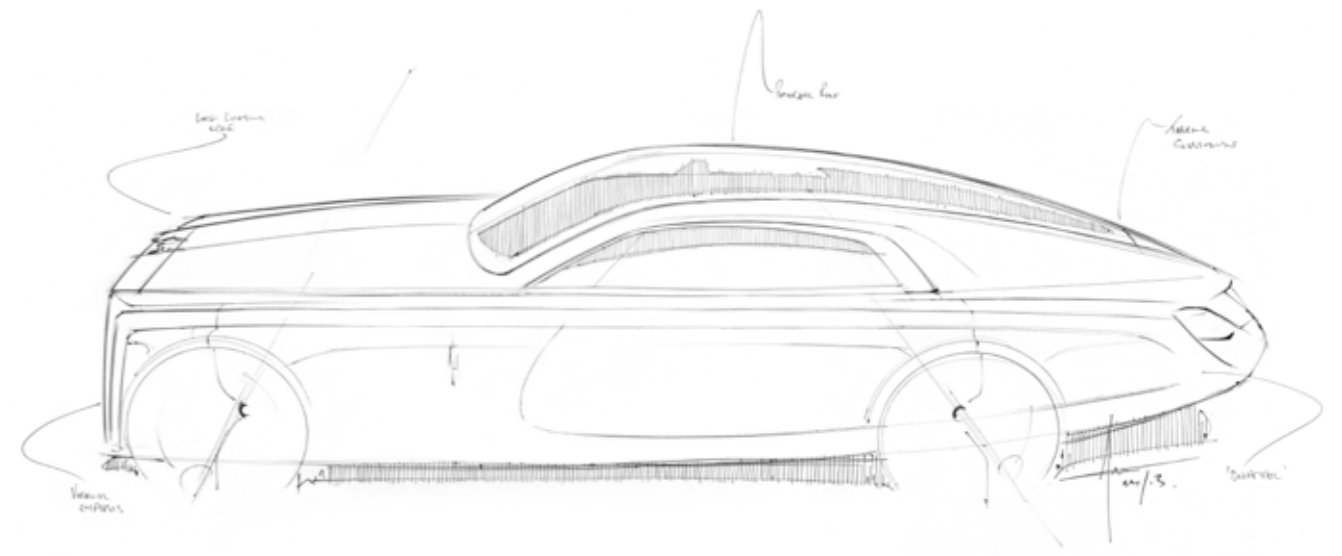


When, approximately one year ago, Rolls-Royce presented 103EX to the world, it invoked its coachbuilding heritage to inspire its future clientele. This Vision Vehicle envisaged a world of completely personal luxury mobility where new technologies would allow every Rolls-Royce to be designed in their owners' image, should they wish. Such a Rolls-Royce would represent the truest meaning of luxury – a personal, Bespoke motor car like no other for each individual commissioning patron. The mere idea of a modern coachbuilt Rolls-Royce was not enough for one Rolls-Royce connoisseur however. This individual approached the

world's great intercontinental tourers. Rolls-Royce's history as the world's leading coachbuilder is at the very core of its identity as the world's leading luxury brand. The arrival of 103EX shone a light on the future of Rolls-Royce in this field, and 'Sweptail' is proof, today, that Rolls-Royce is at the pinnacle of coachbuilding. We are listening carefully to our most special customers and assessing their interest in investing in similar, completely exclusive coachbuilt masterpieces. At the same time we are looking into the resources which will allow us to offer this unique service to these discerning patrons of luxury." Through this commission, Rolls-

cloth to him. You might say we cut the cloth for the suit of clothes that he will be judged by.'

In 2013, Rolls-Royce was approached by one of its most valued customers with a very particular request. A connoisseur and collector of distinctive, one-off items including super-yachts and private aircraft, this gentleman came to Rolls-Royce to realise his vision of a one-off luxury motor car like no other. The client immediately established a close rapport with the design department led by Taylor, who set about bringing the idea to life. Inspired by the beautiful coachbuilt Rolls-Royces of



marque with his own idea of a two-seat Rolls-Royce that he wanted to be created in the here and now. That motor car is here, now and is christened 'Sweptail'. In a nod to the swept-tail of certain Rolls-Royces from the 1920s, admired by the client so much, he asked Rolls-Royce to reimagine this feature on his one-off motor car. Presenting the car to the media at the Concorso d'Eleganza at Villa d'Este on Saturday 27th May 2017, Torsten Müller-Ötvös, Chief Executive Officer, Rolls-Royce Motor Cars said, "Sweptail is a truly magnificent car. It exudes the romance of travel for its own sake, and immediately places 'Sweptail' in the pantheon of the

Royce has proven once again to be the world's leading luxury goods provider.

'Sweptail' –how the vision became the reality

"Sweptail is the automotive equivalent of Haute Couture," comments Giles Taylor, Director of Design at Rolls-Royce Motor Cars. "It is a Rolls-Royce designed and hand-tailored to fit a specific customer. This customer came to the House of Rolls-Royce with an idea, shared in the creative process where we advised him on his cloth, and then we tailored that

the 1920s and 1930s, the client's desire was for a coachbuilt two seater coupé featuring a large panoramic glass roof. As a connoisseur of Rolls-Royces, he was inspired by many of his favourite cars from the marque's golden era of the early 20th Century, as well as many classic and modern yachts.

The grandeur, scale, flamboyance and drama of the 1925 Phantom I Round Door built by Jonckheere; the svelte tapering glasshouse, dramatic dash to axle proportion and up-sweep of the rear departure angle of the 1934 Phantom II



Mohammed Murthuza Ali Khan

Mohammed Murthuza Ali Khan, Managing Director of Whyte Bespoke established his boutique of bespoke suits in Dubai to provide the country with its own line of custom-made suits. With a passion for high-end fashion and with an extensive experience in the retail and textile industry, Mohammed built up substantial creative expertise from London's Savile Row, Mecca of bespoke tailoring.

Fascinated by classic and contemporary designs, Mohammed's collection of bespoke suits is a fine blend of colours, art and creativity. His collection is an inspiration of customer's style which finds new ways to create timeless looks. Over the years, Mohammed has been lauded as an icon for 'Made in Dubai' styles, which have greatly influenced the styles of top royal bureaucrats and professionals. It is his love for high-drama and fantasy driven inspirations which has made Whyte Bespoke, a timeless saga!

His eye for styling and detail makes him a favourite among high-fashion celebrities' editors and Arabs looking for exquisite pieces. Although Mohammed - a perfectionist, has established himself as a leading player with his high end bespoke clothing, it is his quest to learn and explore every day which helps him evolve!



WHYTE BESPOKE



'Sweptail' – A distinct vision

The 'Sweptail' is without question a Rolls-Royce that fits to the marque's DNA. Its initial formality when seen from the front signals that this is one very different and distinct Rolls-Royce. One's attention is first attracted by the confident and solid character of the front profile, centred on a new treatment of the iconic Rolls-Royce Pantheon grille. The largest of any modern era Rolls-Royce, the grille is milled from solid aluminium before being painstakingly polished by hand to a mirror finish. The periphery of the front face of 'Sweptail' is framed in brushed aluminium.

As one moves around to the side of 'Sweptail' one finds that it is the striking silhouette that defines its unique character. Flowing as they do from upright and formal frontal aspect, the lines of 'Sweptail' resolve into a sveltely elegant form. The scale and grandeur of this regal looking coupé is evident. From the leading edge of the windscreen, the roofline accelerates as it fires backwards towards the rear of the motor car, overshooting the boot lid edge to emphasise its length. The longer side window graphic and wide C-pillar finisher underscore the length and proportions of this more wondrous of conveyances.

The coup de gras of the rear is the ultimate homage to the world of racing yachts that inspired the client, with its raked stem. Seen directly from behind, the rear taper contrasts strongly with the front of the motor car, shaping a completely new perception of a dramatic Rolls-Royce Coupé. Both the roof line as it tapers towards the centre line of the car, concluding in a 'bullet-tip' that houses the centre brake light, and the sweeping lower bumper area of the motor car, combine to create a greater feeling of elegance in motion. The cleanliness of the surface of 'Sweptail' is maintained as the bodywork wraps under the car with no

visible boundary to the surfaces, a treatment that is akin to the hull of a yacht. The underside of the motor car was designed to deliver the visual of a progressive upward sweep at the rear departure angle of the car, culminating in the swept-tail that gives 'Sweptail' its name.

And finishing off the uncluttered rear of this one-off motor car, is its identifier and registration number, 08. Two individual digits milled from ingots of aluminium and hand polished. The panoramic glass roof invites one into the magnificent interior, along with the natural light. The highlight feature of 'Sweptail' however is that specifically asked for by the client. An uninterrupted glass roof, one of the largest and most complex ever seen on a motor car of any marque, allows the cabin to be flooded with natural light, animating a host of beautifully handcrafted materials and componentry.

The size, scale and complexity of the glass roof's curvature is a marvel to behold, and from above again accentuates the speed and elegance of 'Sweptail'. Creating the ambience of the interior of the motor car, the glass of the roof is framed by polished aluminium rails that channel it into a vanishing point at the rearmost extremity of the cabin.

Regal but modern interior

The cleanliness and grandeur of the bodywork from the side view, the lengthened side windows and the panoramic glass roof combine to illuminate the two singular occupants of this most singular Rolls-Royce and its modern, minimalistic handcrafted interior.



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The provision of only two seats in a motor car of this size exudes the romance of travel for its own sake, and immediately places 'Sweptail' in the pantheon of the world's great intercontinental tourers. This is furthered by the overall design of the interior, which has been conceived in a classic two-seat GT configuration, echoing the touring nature of its exterior body lines. And what a place to be as one watches the world slip by through the vast windows and roof, detached from the outside world in a cocoon of luxury whilst feeling one is part of that passing landscape.



The interior is ruled by a philosophy of simplicity and minimalism leading to a distillation of componentry and a purification of clutter. The value of beautiful materials takes precedence here, resulting in a fastidious suppression of switchgear to the absolute minimum to make way for the richest of materials applied in the most honest of fashions. An uninterrupted and harmonious visual experience of every surface inside the cabin is ensured. Generous quantities of polished Macassar Ebony and open-pore Paldao adorn the interior, creating visual and tactile contrasts for the owner, both classical and contemporary. All their forms however are thoroughly modern as they



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echo the exterior lines of 'Sweptail', hand-formed to encircle the occupants with some of the most beautiful natural materials in the world. This choice of dark and light, Ebony and Paldao, is set off by contrasting light Moccasin and Dark Spice leathers that adorn the seats, armrests and dashboard top. But it is what those materials have been made to do that is the most fascinating aspect of this one-off cabin. True to the spirit of a transcontinental GT that Rolls-Royce established in the 20s and 30s, in place of the rear seats is a vast expanse of wood creating a mid-shelf with an illuminated glass lip, and a hat shelf which flows to the outer limits of the interior volume. Sitting under the rear opening backlight through which it can be accessed, the hat shelf is in itself a thing of beauty, highly polished and inset with luggage rails.



Behind the occupants, a feature named the Passarelle flows from the rear edge of the windscreen to resolve in a teardrop as it connects to the hat shelf to join all interior volumes. This element also includes the only visible presence of this singular motor car's name as 'Sweptail' is discreetly debossed into the surface, exactly on the centre line.

Other modern materials and modern uses of those materials feature. The Macassar Ebony veneer seen around the cabin has been handcrafted to adorn the dashboard in the most modern way. The cleanest Rolls-Royce dashboard to date, the minimalist ethic not only dictates that only one control now appears on it whilst all other switchgear is discreetly relocated, but that the clock blends seamlessly too. In a world first, the face of this singular Rolls-Royce clock is also handmade of the thinnest Macassar veneer, visually embedding the clock into the fascia.

The delicacy of this particular piece of veneer allows for its rear illumination to pass through to show the hour marks, meaning the only physical elements on the clock are its hands that are precision machined from titanium. This use of titanium then extends to the faces, numbers and hands on all three hand-assembled instrument dials. Two final surprise and delight features have been secreted inside 'Sweptail' to the stringent standards of the client.

Concealed in the outboard walls on either side of the motor car, behind the opening of the coach doors, are two identical panniers. Each pannier, when activated, deploys forward to present the owner's bespoke made attaché case which has been carefully packaged to exactly house his personal laptop device. The cases themselves have been hand-constructed from lightweight carbon fibre, wrapped in the finest leather that matches the interior of 'Sweptail' and detailed with machined aluminium and titanium clasps and locks.



ROLLS-ROYCE DAWN BLACK BADGE

Created to satisfy overwhelming demand from a new breed of Rolls-Royce patrons, Dawn Black Badge stands as the most luxurious, social and sensual space from which to take in the night air. This most glamorous, uncompromising expression of open-top luxury is given a new and darker sensual dimension through its suite of Black Badge engineering and design treatments.

The Dawn Black Badge at the Festival of Speed is presented in a deeply intense shade of black. Multiple layers of paint and lacquer have been fastidiously applied and hand-polished in a process that amounts to the most exhaustive painting and polishing process ever used for a solid paint colour. The result clothes Dawn's sensuous lines in the deepest, darkest and most intense black to ever grace a production car surface. The roof, which opens in a 'Silent Ballet' to allow in the sounds of the night, is also only available in black canvas, whilst the rear deck is finished in black leather.

In creating Black Badge, Rolls-Royce's Bespoke designers have sought to create true signifiers of this more assertive alter-ego for the marque. Dawn gets this same treatment.

The Spirit of Ecstasy – itself a mascot that has taken many different forms throughout the marque's history – transforms into a high-gloss vamp, finished in a perfectly executed black chrome. This transformation to a darker aesthetic extends to certain chrome surfaces including the front grille surround, boot lid finisher, exhaust pipes and air inlet finisher. The effect is an authentic transformation that speaks of a bolder, more confident sensibility. Finally, the 'Double R' signifiers on the Rolls-Royce badges are inverted in colour, confirming the creation of a true alter-ego of the marque.

This bold, edgy design ethos extends beautifully into the interior – an exquisitely appointed staging point for patrons who seek to discover the night's elements with the roof down.

Evoking Sir Henry Royce's founding philosophy to 'design what does not exist' – a collaboration between the marque's design and engineering departments has seen the creation of a new luxury material. Inspired by Rolls-Royce's aviation heritage and echoing advanced production techniques for stealth aircraft, a beautiful and highly innovative new treatment for the car's surfaces has been conceived.





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- La Villa's cofounder
Stefano Giuliani.

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Its construction displays every hallmark of Rolls-Royce's fastidious attention to detail. Threads of aircraft grade aluminium, a delicate 0.014m in diameter, are woven together and then bonded in carbon fibre. Surfaces are then finished with six coats of lacquer before being left to cure for 72 hours and hand-polished to Rolls-Royce's hallmark mirror finish. The result is a highly contemporary finish, perfectly attuned to the darker more menacing aesthetic today's patrons of luxury demand.

This exquisite expression of noir informs every conceivable detail. For example, innovative production techniques such as Physical Vapour Deposition, a highly technical surfacing method, perfectly darkens the air-vents throughout the interior in a manner that will never discolour or tarnish.

Reflecting the marque's Bespoke philosophy, Dawn Black Badge also plays host to a new interior palette break-up. Higher levels of exquisite Black leather are accented boldly with Mandarin highlights, including a strip of orange highlight which encircles the cabin at hip-height, evocative of the sunset before the passengers are immersed in darkness.

A final touch, again, in a nod to one of Rolls-Royce's great pioneer patrons, Sir Malcolm Campbell, finishes the rear interior space. His famous 'Infinity' rating logo beautifully embroidered into the car's rear waterfall, gives a subtle nod to a man very much possessed of the restless spirit that so defines the Black Badge attitude.

Truly Bespoke Engineering

Like its stablemates Ghost and Wraith, the distilled essence of Dawn is amplified through the engineering that underpins the Black Badge philosophy. In the case of Dawn, the engineering substance that leads to more spirited driving is accentuated by the creation of an entirely new exhaust system, that when deployed by the press of the 'low' button, celebrates Rolls-Royce's hallmark V12 engine with a menacing bass baritone, announcing its arrival with authority rather than hysteria.

The exhaust tone adds an aural dimension to a suite of engineering enhancements. Indeed, Black Badge stands as a truly Bespoke collaboration between design and engineering, answering the demands of a new breed of patron of luxury who seeks a more spirited, involving driving experience which retains the peerless quality of ride that has driven Dawn's success. To achieve this, the engineers have exploited the flexibility of Dawn's



magnificent 6.6 litre twin-turbo V12 to generate an extra 30bhp over the car's already ample 563bhp, bringing the total to 593bhp. That hallmark sense of one infinite gear is also given bolder expression with the addition of a further 20NM of torque available from 1,500rpm, bringing the total to 840NM.

Fundamental changes to the transmission and throttle strategy give Dawn an enhanced feeling of urgency without diminishing its position as the world's most luxurious open-top tourer. Indeed, the drive-train, ZF 8-speed gear box and steering-rack are so intuitive that they work together to create a more spirited drive depending on throttle and steering input. The result is a perfectly stately Rolls-Royce touring experience at low speeds and a highly

engaging drive when the driver seeks to 'push on'. Fundamental changes to suspension settings and components also ensure an appropriate balance between Rolls-Royce comfort and driver focus, felt in flatter cornering at high speeds. The increased urgency of Dawn Black Badge has led to the development of new brakes with an increase in diameter of one inch. During deceleration, a fundamental remapping of the transmission strategy leads to downshifts a few rpm sooner under braking, offering engine braking when driving in a more spirited manner. The steering-rack has also been quickened and engineered for more feedback. Speed-dependent adjustments also embolden Black Badge drivers as they enjoy an added sense of security and feel derived from increased steering weight at high speeds.

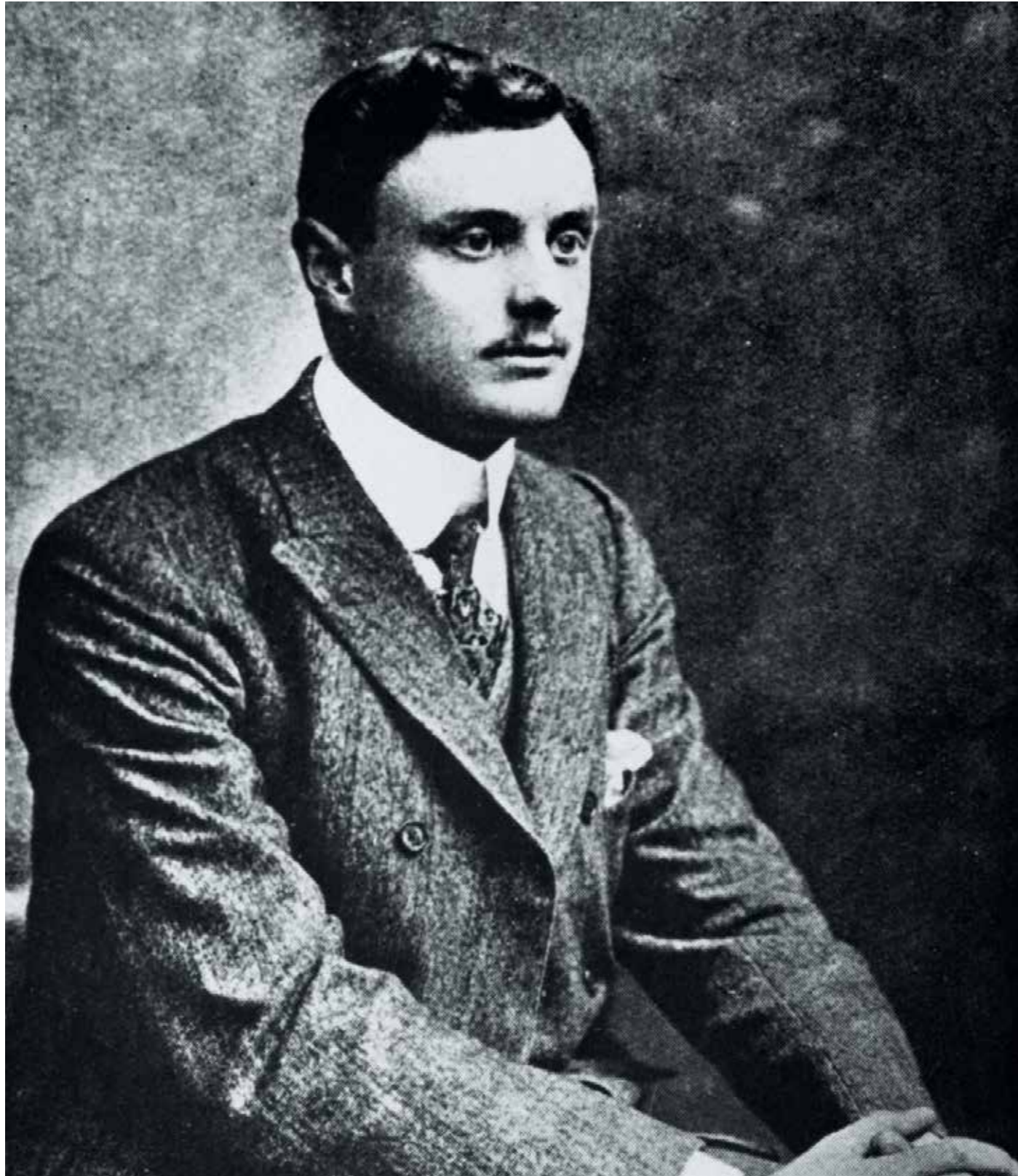






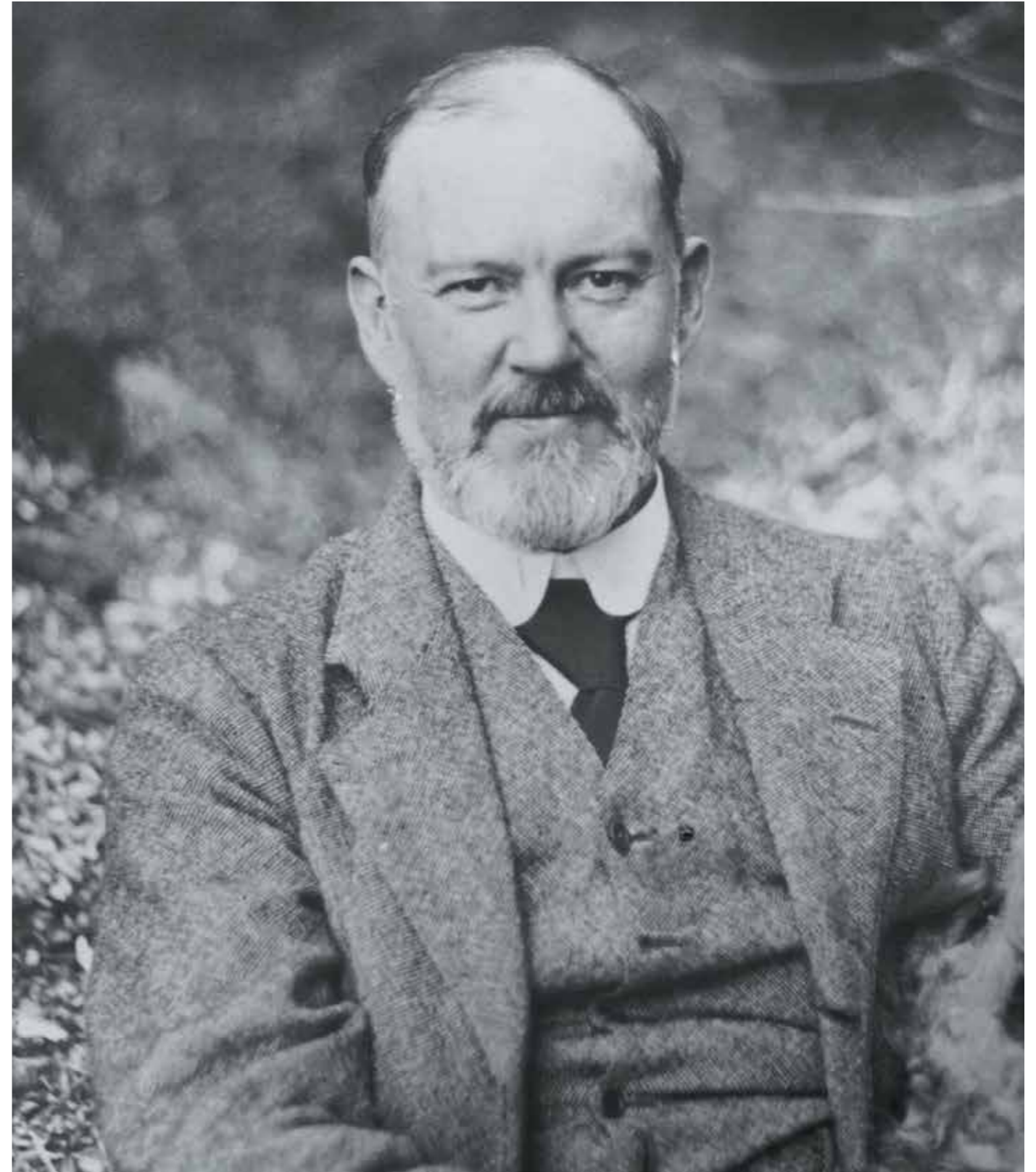
THE BEGINNING

Rolls-Royce Limited was created over a famous lunch in May 1904. Henry Royce, a successful engineer, struck a deal with Charles Rolls, owner of one of the first car dealerships. The rest is history. The ensuing series of two, three, four and six cylinder cars broke the mould for engineering and craftsmanship. The Silver Ghost, launched in 1907, was a car of legendary smoothness that completed a 14,371 mile virtually non-stop run, creating 'the best car in the world' legend.



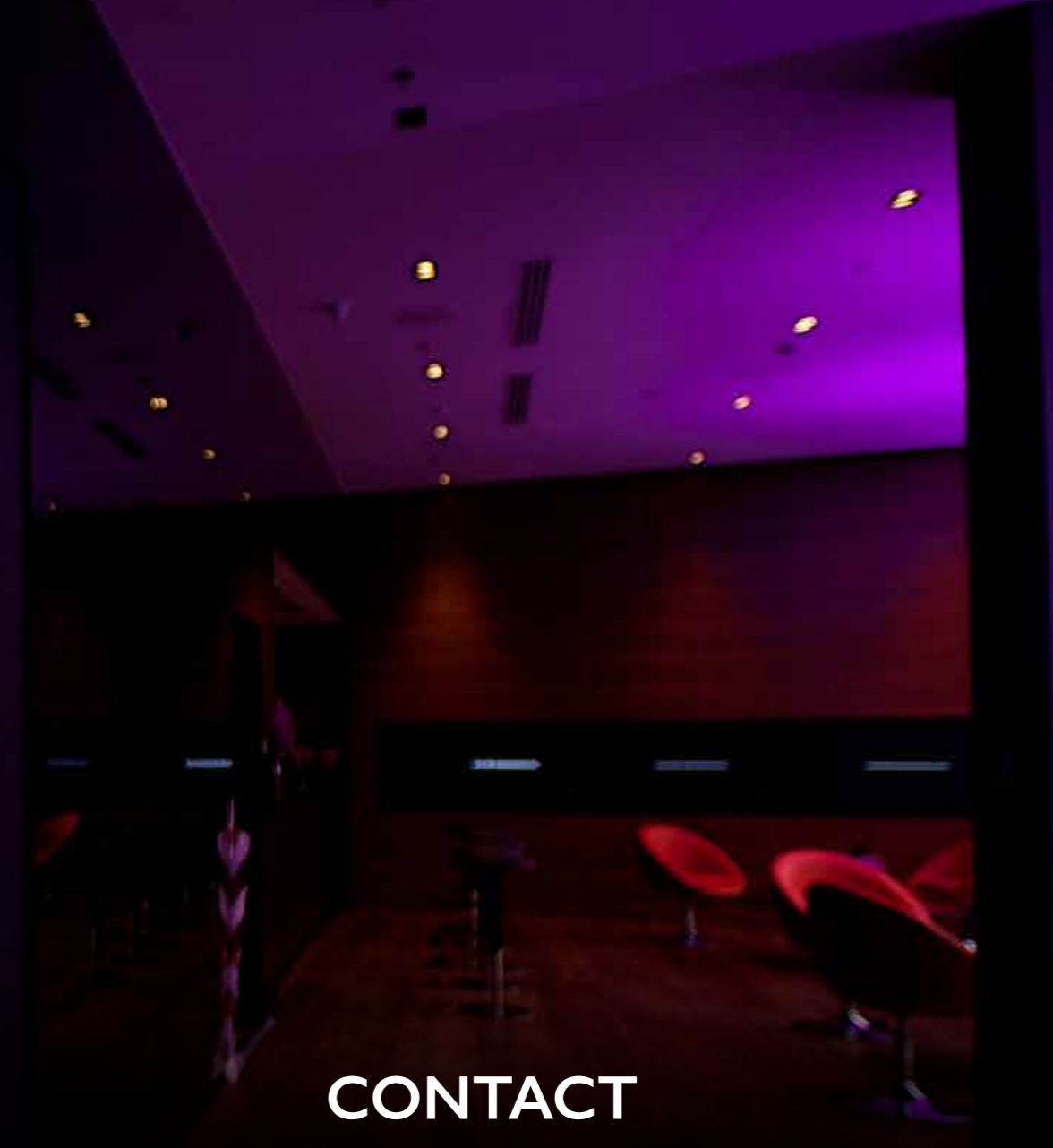
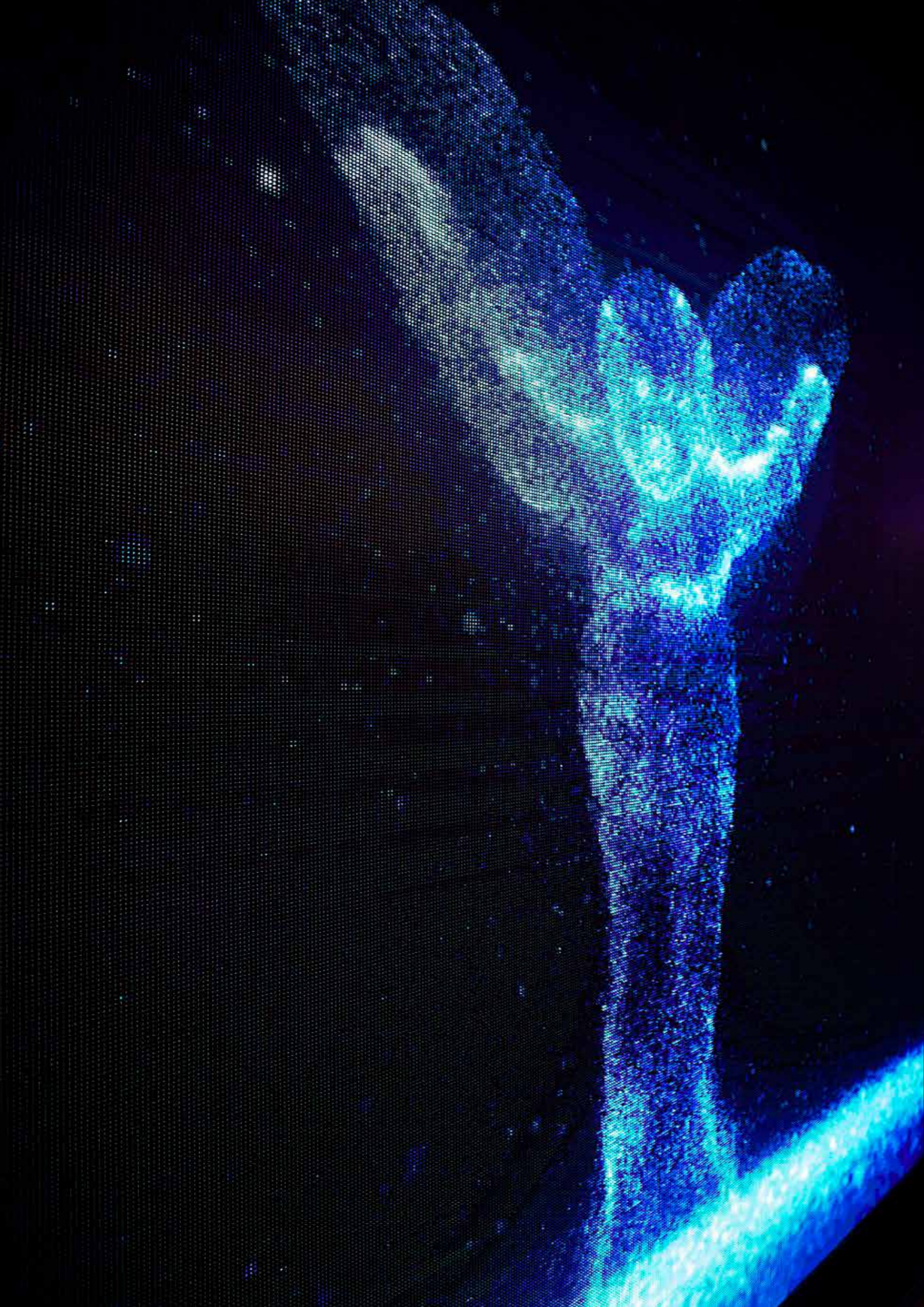
THE FOUNDERS - CHARLES ROLLS

Charles Rolls studied mechanical engineering at Cambridge. The first undergraduate to own a car, he soon began racing. To fund his passion he set up a dealership, selling mostly foreign cars. His search for a supplier of reliable English cars led to his introduction to Henry Royce. The first aviator to complete a double-crossing of the English Channel, he was killed in a crash at an air show in July 1910.



SIR HENRY ROYCE

Known for his attention to detail and pursuit of perfection, Henry Royce registered his first patent (the bayonet lamp socket) in 1887. His company produced dynamos, electrical motors and cranes. Dissatisfied with his Decauville, Royce decided to improve on it and turned his attention to building the best cars in the world. By 1903 he had designed and built his first engine. His first prototypes took to the road in 1904.



CONTACT

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Opening Hours

Sunday to Thursday : 9:00am to 7:00pm



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