



ROLLS-ROYCE MOTOR CARS PALM BEACH



LIVE ABOVE  
IT ALL

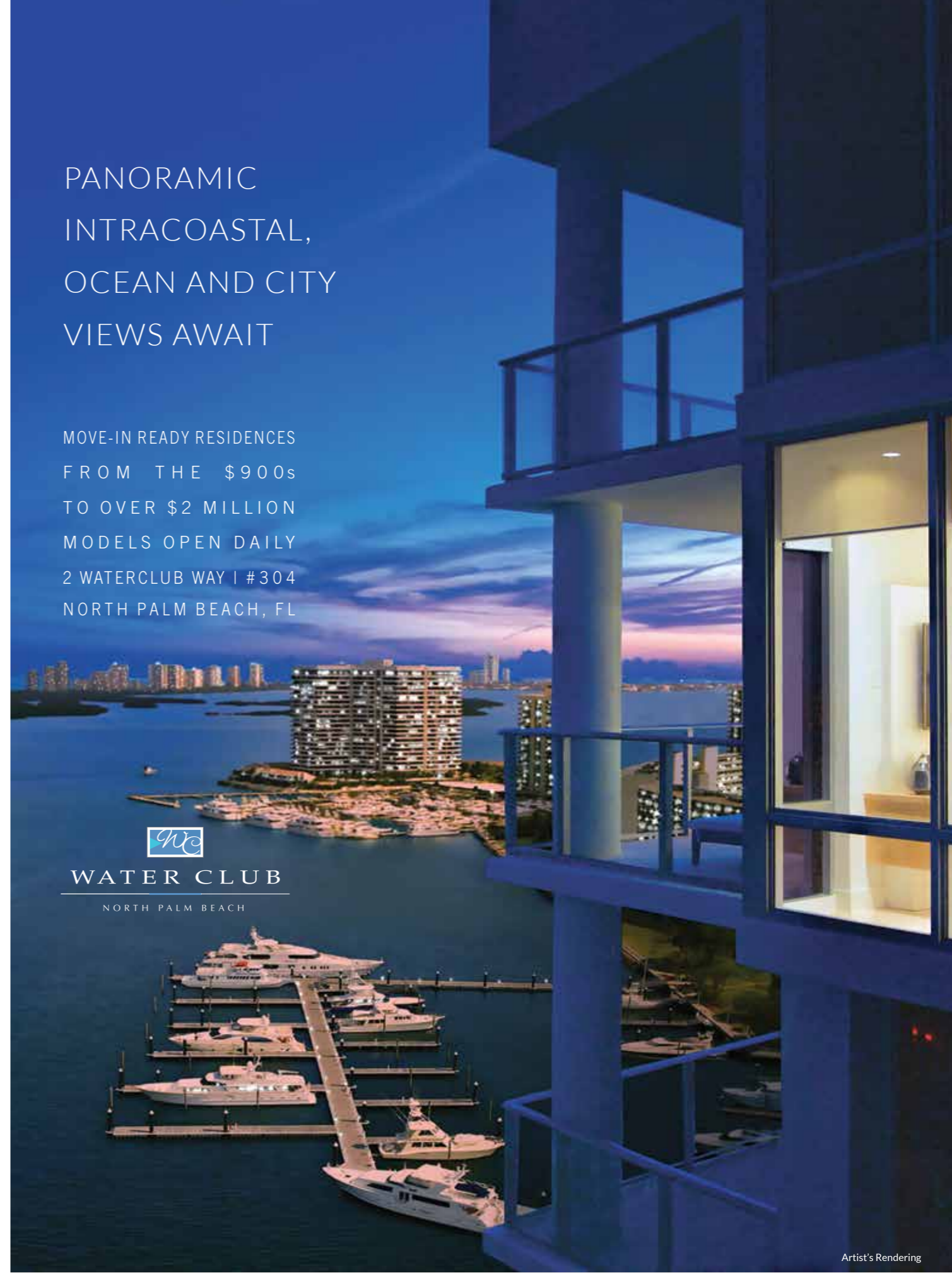
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## WELCOME



A veteran of Rolls-Royce Motorcars in sales and management, Lionel Falvet has assisted hundreds and hundreds of clients to reach their Rolls-Royce quest, finding the perfect selection so to enhance one's lifestyle. A former Couture designer, Lionel also utilizes his talent and experience by designing unique motorcars, and recently introduced the ultra- exclusive Palm Beach Bespoke Collection; a series of one off motorcars aptly named after a street of the island of Palm Beach, reaffirming its unique design composition, and as a rare offering.

The Rolls-Royce Brand is Lionel Falvet's ultimate passion in life, and his mission is to share it with the most sophisticated clientele on earth.

Lionel F. Falvet  
General Sales Manager  
Rolls-Royce Palm Beach  
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## PRESENTING THE PALM BEACHES' FINEST LIFESTYLES



Breathtaking views of the Atlantic Ocean and the Intracoastal Waterway.



Penthouse Model Residence overlooking the Intracoastal Waterway near PGA Boulevard.

### RARE CONTEMPORARY PALM BEACH OCEANFRONT

North Singer Island will be home to The Kolter Group's new luxury, oceanfront tower, **5000 North Ocean**. The 19-story tropical modern design has been thoughtfully planned to take full advantage of the 4.4-acre development site and its 340 ft. of direct Palm Beach oceanfront. The contemporary designed, secured entry maximizes resident privacy by incorporating the native landscape into the arrival experience. Residents will enjoy an acre of private beachside, naturally-landscaped gardens as well as an oceanfront resort-style pool and spa. 5000 North Ocean offers expansive Intracoastal Waterway and Atlantic Ocean views and is surrounded by beautiful wetlands and natural areas. This spectacular oceanfront address will be home to only 48 exclusive residences.

Groundbreaking is scheduled for later this summer, and prices start at \$2 million. For more information visit [5000NOcean.com](http://5000NOcean.com) or call **844-500-0937**.

### AN ENVIABLE PGA BOULEVARD WATERFRONT LIFESTYLE

**Water Club North Palm Beach's** two architecturally distinctive condominium towers and 20 luxurious villa residences overlook the scenic Intracoastal Waterway and the Atlantic Ocean in North Palm Beach. Residents are now enjoying unsurpassed views and state-of-the-art amenities including a Resident's Club with a resort-style pools and lap pool, a fitness center and yoga/Pilates Studio, and more. Just minutes from PGA Boulevard, Water Club is surrounded by world-class dining, shopping, golf and entertainment. These spacious tower residences and penthouses range from 1,949 sf. to over 3,000 sf. and are priced from the \$900s to over \$2 million.

Designer decorated models are open daily at 2 Water Club Way, #304, North Palm Beach. For more information visit [WaterClubLiving.com](http://WaterClubLiving.com) or call **877-859-2333**.



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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.



## PALM BEACH AND BRAMAN POLO

Of the dozens of events orchestrated by Club Bramer, perhaps none is more popular, or results in the "perfect Palm Beach moment," than Polo Sundays. As a Club Bramer member, you and a guest are invited to experience one of the most prestigious social and sporting events of the season.

The Club Bramer VIP tent is truly the center of the action at the renowned International Polo Club Palm Beach. Matches at this top-notch facility feature the most skilled teams and players competing for one of the sport's most coveted trophies on some of the highest caliber polo fields in the world. Basking in the sunshine, sipping champagne,

and dining on gourmet food, members are treated like royalty while they enjoy the "Sport of Kings." Participate in the repairing of the divots, admire the most exclusive Bramer cars parked on the field, and spend a memorable day between January and April with Club Bramer.

Polo Sundays are one of the most prominent and desirable events of the seasons, and our members are given the best seat in the house. What other dealership offers world-class cars, award-winning customer service, and a distinctive adventure such as this? Whether the athletes are two or four-legged, the opportunity to watch them in action is not to be missed!





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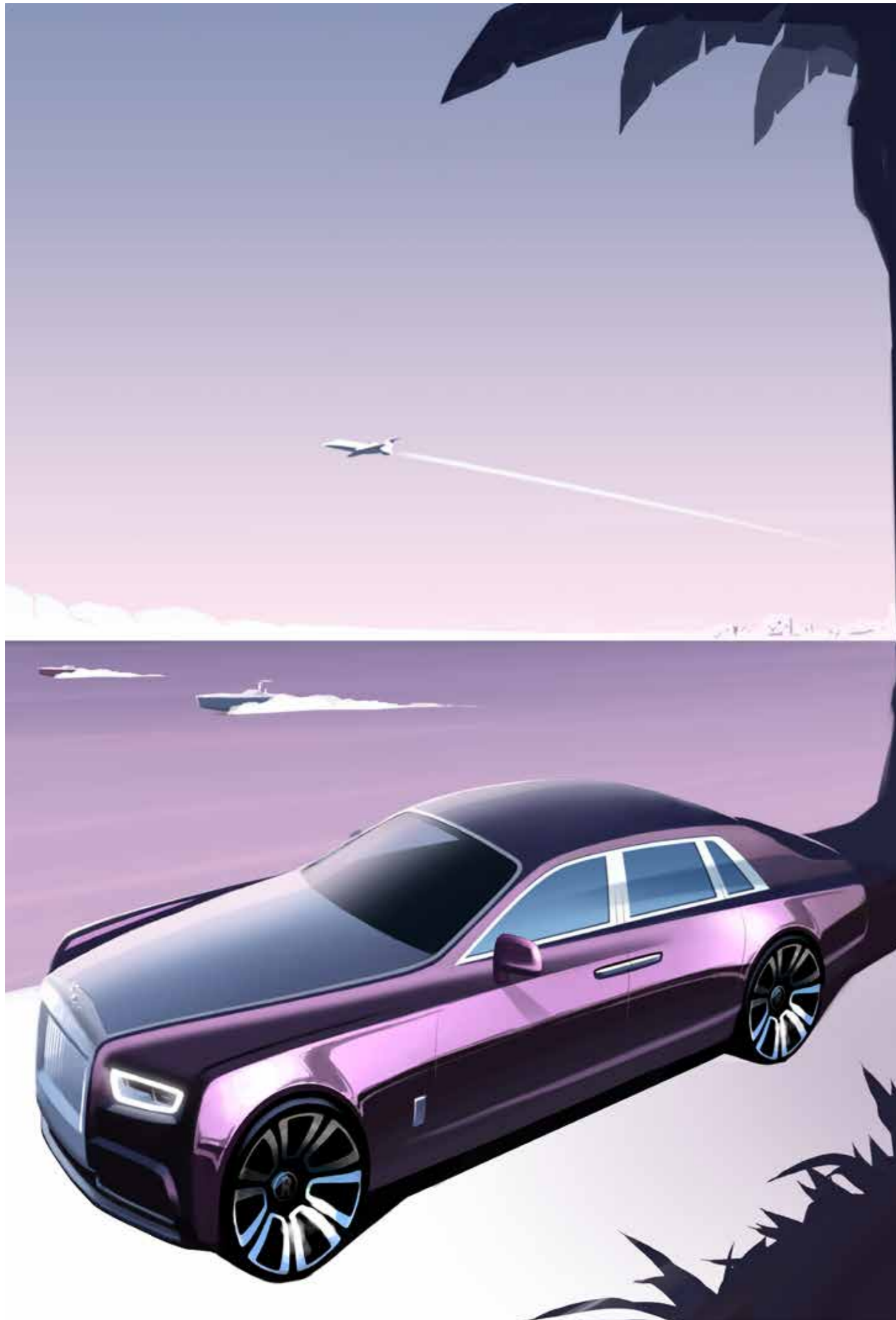
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*“From its debut in 1925, a Rolls-Royce Phantom has been the choice of the world’s most influential and powerful men and women, and as a result, a constant presence at history’s most defining moments. As this next chapter in the Rolls-Royce story opens, 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.



## 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.

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"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.

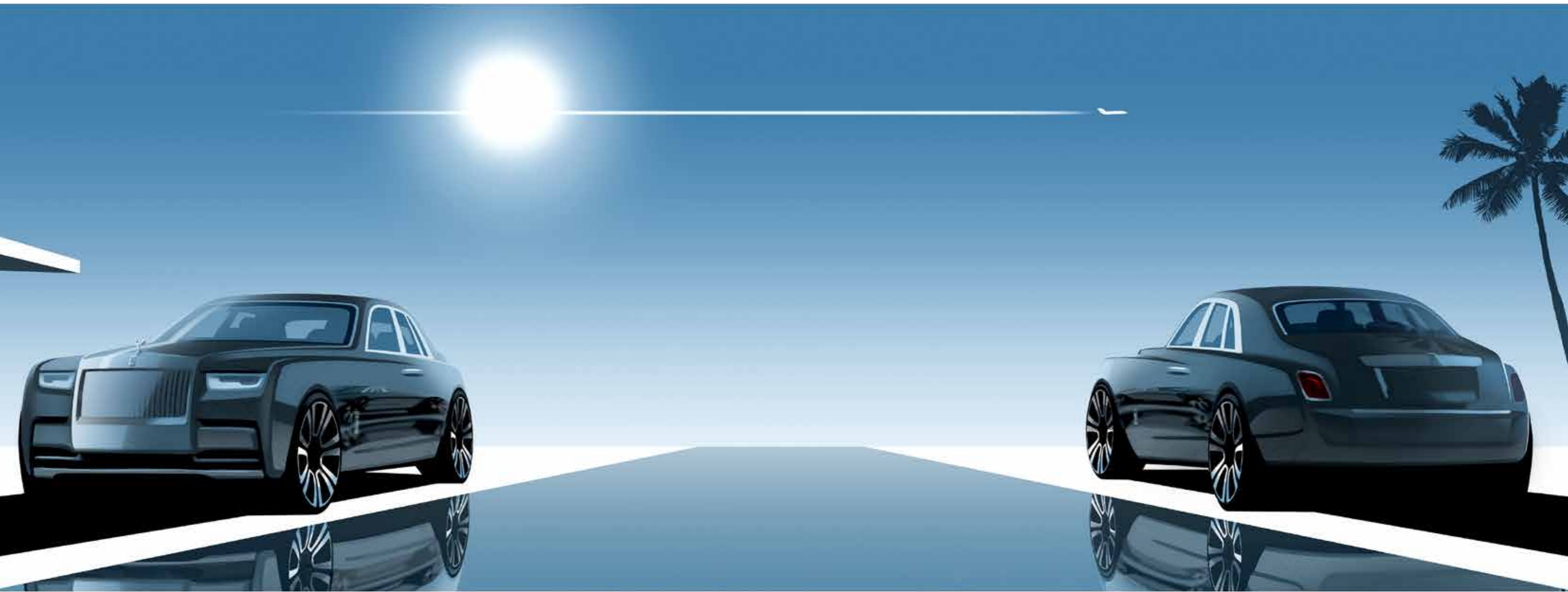
It has been designed and engineered from the ground up in such a way as to be scalable to the size and weight requirements of different future Rolls-Royce models, including those with different propulsion, traction and control systems, thus underpinning the long-term future product roadmap.

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.







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' tyres – 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.





## Portfolio of Fine Properties



**Cypress Island** - Stunning new construction being created with the highest quality materials and craftsmanship! This expansive contemporary home will include 5 bedrooms, 5 full, and 2-half bathrooms, with a 4 car garage. The home opens to a formal living space that sets the tone for the rest of the superior residence.  
**Offered at \$7,395,000**



**Cypress Island** - This generous flowing floor plan will include 4 bedrooms, 4 full and 2-half bathrooms, with a 4 car garage. Through the grand foyer you enter the beautiful reception room which overlooks the pool area. Large sliding doors in the living room open up to the outdoor space creating an expansive indoor/outdoor entertaining area.  
**Offered at \$6,895,000**



**Blue Cypress** - This two-story estate home has five bedrooms, five full and two half bathrooms, with a split floor plan. The master suite is conveniently located on the first floor and enjoys easy access to the back patio. Wood floors and soaring ceilings are found throughout the home. The grounds to include a beautiful pool area and outdoor entertaining space.  
**Offered at \$4,750,000**



**Blue Cypress** - The home boasts four bedrooms, four full and two-half bathrooms, and a seamless, open floor plan. The airy layout is complemented by volume ceilings with recessed wooden beams, crown moldings, limestone and wood flooring, custom cabinetry, premium Subzero and Wolf appliances, a Savant home automation and lighting system.  
**Offered at \$3,250,000**



**Oak Tree Estates** - The spacious floorplan boasts 5 bedrooms, 5 full and 1 half bathrooms, gourmet eat in kitchen with top-of-the-line appliances, entertaining bar area, and expansive outdoor area perfect for entertaining. Situated on over half an acre with private lush landscaping right on the golf course.  
**Offered at \$2,550,000**



**Brookside** - Unique renovation in the highly coveted Golf Brook neighborhood of Palm Beach Polo & Country Club. Perfect for entertaining this light and bright open floorplan includes 4 bedrooms, 3 full bathrooms, powder room, office/den, large kitchen, bar area, separate dining room and lots of living space indoors and out. **Offered at \$1,850,000**

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## Palm Beach Polo Golf & Country Club



**Bridle Path** - La Charente is the most remarkable French-inspired family compound in the Palm Beach Polo & Country Club. With sculptured gardens, an antique fireplace, and a 14th century fountain, this one-of-a-kind French manor home is offered furnished to perfection. The six-bedroom and six full-and-two-half bathroom home has a lovely courtyard overlooking the gardens and amazing pool.

**Offered at \$16,500,000**

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## Wellington, Florida



**Natures Point** - 10 Acre equestrian estate with direct bridle path access & within true hacking distance to WEF. 5 bedroom, 7 bathroom pool home with top quality detail & finishes. 12 stall center-aisle stable with 3 staff apartments, 10 grass paddocks, round pen, sand riding arena and grass grand prix field. Offered at \$11,900,000



**Aspen Glen** - Private 15 acre custom designed home with top equestrian facilities. Riding arena with underground watering system, hot walker and round pen. Three grooms apartments and separate ancillary buildings. 4Br stunning main residence with infinity edge pool. Offered at \$11,000,000



**Palm Beach Point** - 4 bedroom, 4 bath pool home in a prime cul de sac location. Just a short hack to WEF. Situated on 5 acres with 8 stall barn, 1 bedroom, 1 bath staff apartment, riding arena and 7 paddocks. Offered at \$5,300,000

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**Gated Subdivision** - 5 acre contemporary 4BR, 4.5BA home with beautiful natural light, center island kitchen, gas cooking, fireplace, private outdoor entertaining areas, herb garden & 65" lap pool. Stunning half-circle, courtyard barn with riding arena and grass turnout paddocks. Offered at \$4,750,000



**Homeland** - Stunning 6Br/6.5Bth pool home on 5 acres, attached 3.5 car garage. Open floor plan with wood floors, center-island kitchen, hurricane windows, wine room and home theater. Detached 60' x 40' garage/outbuilding. Room for stable and riding arena. Offered at \$2,575,000



**White Fences** - 4 bedroom equestrian estate with beautifully landscaped pool & patio area. 12 Stall courtyard style barn, with grooms apartment. Oversized riding arena with mirrors, 3 acre grass riding field, 8 large grass paddocks, hot-walker and round pen. There is also a 1Br/1Bth guest house with 1 car garage. Offered at \$2,400,000

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**ROLLS-ROYCE POWER OF PERFECTION EVENT**



### About Endeavor Metals Group LLC

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They called it The Power of Perfection Event in honor of BLACK BADGE – The Rolls-Royce Motor Cars new concept of BOLDER. BRAVER. DARKER. Braman's Rolls-Royce Palm Beach, in partnership with Rolls-Royce NA, hand selected a very few, very lucky Club Braman participants to attend an exclusive, closed-course driving event at Homestead Miami Speedway. From the tarmac of Jet Aviation in West Palm, anticipation and excitement grew as the Rolls-Royce owners boarded a chartered helicopter for the short ride to Miami...courtesy of Braman. From there, they took driving command of the Black Badge Wrath and Ghost, where the sheer power was poised and available beneath their fingertips. It was Rolls-Royce at its most daring with speeds of up to 120mph.



# ROLLS-ROYCE PALM BEACH

## MEET THE TEAM



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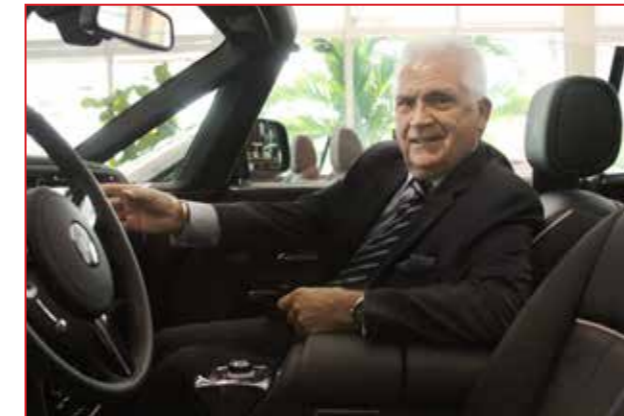
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**Celine Pelofi** - Brand Ambassador - 561-242-3414  
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When, approximately one year ago, Rolls-Royce presented 103EX to the world, it invoked its coachbuilding heritage to inspire its future clientele. 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.





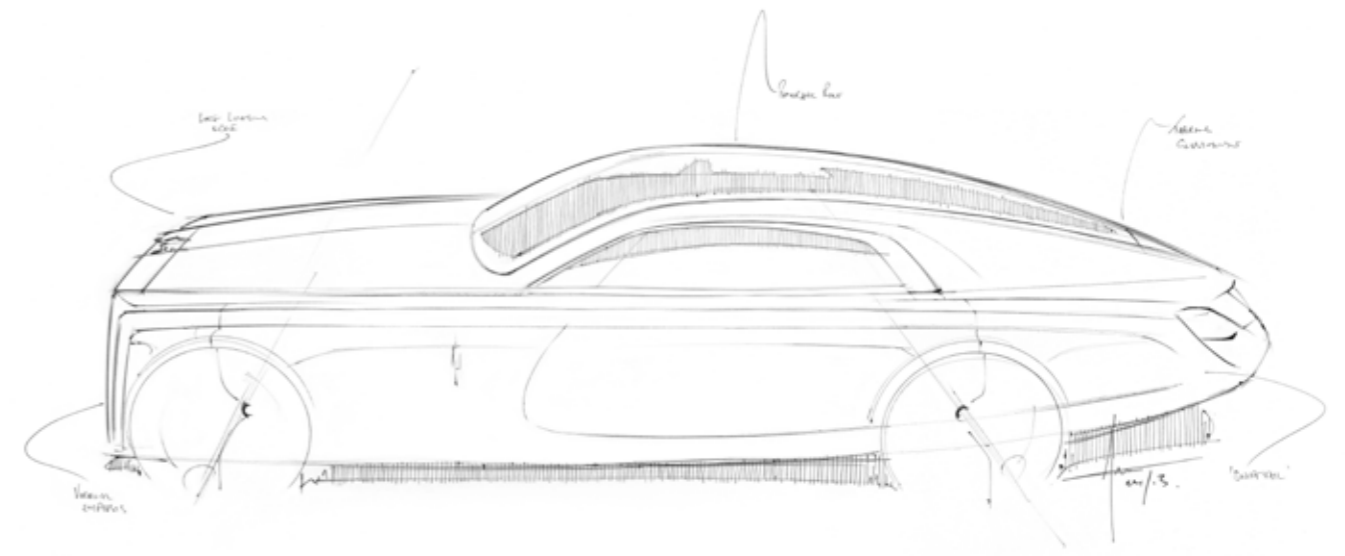


When, approximately one year ago, Rolls-Royce presented 103EX to the world, it invoked its coachbuilding heritage to inspire its future clientele. This Vision Vehicle envisaged a world of completely personal luxury mobility where new technologies would allow every Rolls-Royce to be designed in their 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



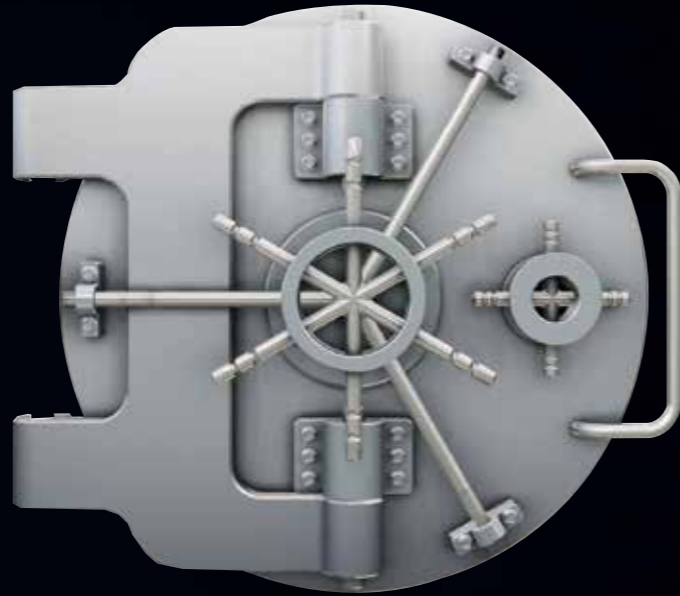
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## 'Sweptail' – A distinct vision

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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## 410 Evolution



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.





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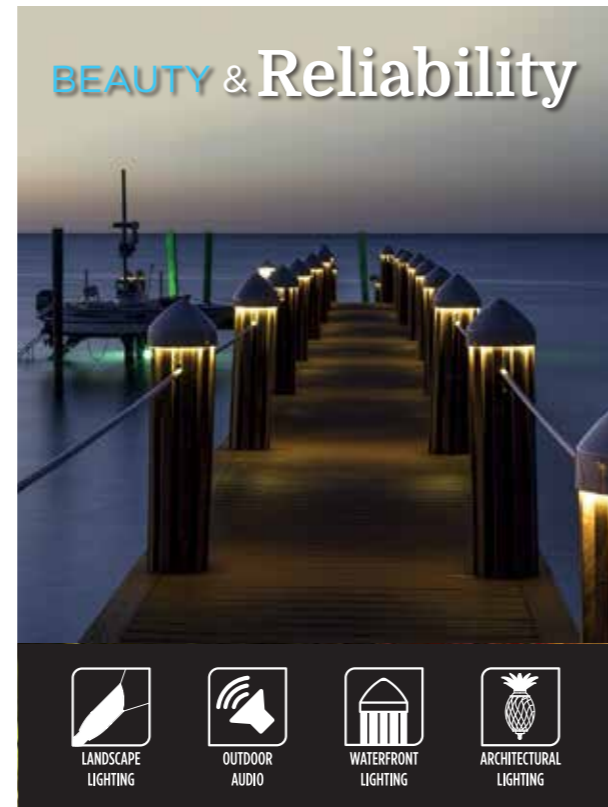
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Rolls-Royce Motor Cars celebrated a successful 20th anniversary of the Goodwood Revival with a significant presence throughout the weekend. This year the renamed 'Gordon Galleries' recaptured the sights, sounds and atmosphere of the marque's glamorous 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.

# ROLLS-ROYCE MOTOR CARS DELIVERS ON A BESPOKE COLOR CHALLENGE STEMMING FROM A BEAUTIFUL FLOWER

A Rolls-Royce 'Dawn in Fuxia' for Collector Michael Fux.



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Rolls-Royce Motor Cars heralds a colour palette with more than 44,000 options for the most discerning patrons. However, there is one client for whom the available options are not enough. Today, at The Quail, an Automotive Experience, in Pebble Beach, California, renowned car collector Michael Fux added another Bespoke colour to this palette with the addition of his eleventh Rolls-Royce Motor Car commission to his personal collection. The Rolls-Royce 'Dawn in Fuxia' was unveiled by Torsten Müller-Ötvös, CEO, Rolls-Royce Motor Cars, as part of the company's activities at the 2017 Pebble Beach Concours d'Elegance, the world's premier celebration of luxury and automobiles.



The 'Dawn in Fuxia' is finished in a vibrant color matched to a flower that Mr. Fux found last year during his visit to Pebble Beach. Mr. Fux had just been presented with one of the first highly personalized Dawns in the world in his eponymous colour 'Fux Blue.' He then presented fuchsia petals from the Pebble Beach lawns to the Rolls-Royce Bespoke Design team with a challenge to them to create a second Bespoke Dawn. One year later he returns to Pebble Beach to see the end result in a familial ceremony presented by Rolls-Royce.

"When I commissioned my first Bespoke Rolls-Royce in 2005, I wanted something completely different than any of the other cars commissioned at the time. I knew the designers had a lot of creativity that I wanted to explore," said Mr. Fux. "I love the heritage of the Rolls-Royce brand and I love these cars. I always challenge my fellow owners to push the Bespoke envelope."

In total, Mr. Fux has commissioned ten other Rolls-Royce vehicles, each highly personalized to his exact specifications. "Michael is a very special patron of Rolls-Royce Motor Cars,"

stated Mr. Müller-Ötvös. "Rolls-Royce designers love working with him because he constantly challenges them to take their work to an even higher level, delivering a true work of art."

In 2016, Mr. Fux took delivery of his first Dawn finished in 'Fux Blue' with a stunning Arctic White interior. Other colours he has commissioned remain in the Rolls-Royce Colour Collection reserved exclusively for Mr. Fux, which include:

- Fux Fuxia
- Fux Blue
- Fux Intense Jade Pearl
- Fux Aequus Green Jade Pearl, Cornish White Jade Pearl two-tone
- Fux Deep Purple
- Fux Candy Red
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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.





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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 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



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 Arctic 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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Located on Billionaires Row in world famous Palm Beach, this ocean front estate is the epitome of stately style. Inspired by the spirit of Mizner's Mediterranean architecture, this incomparable home integrates state-of-the-art functionality in a warm and inviting design. The exquisitely crafted touches, from fireplaces to floors, staircases to ceilings, are matched only by the glorious water views from almost every room. Wake up to the sun rising over the ocean from the very private master suite which offers the ultimate in personal luxury. Indulge every whim with resort-inspired amenities as you live surrounded by architectural details. An incomparable mode of living awaits you in this glorious Mediterranean Revival estate by the sea. **Offered at \$19,995,000**



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This remarkable hillside estate features incredible ocean and Intracoastal views from almost every room. Completely remodeled and expanded, this home offers 8 bedrooms with 9 full baths, 2 half baths. Enhancements include: elegant marble and custom wood floors, enlarged rooms and a more functional layout, additional bedrooms, open kitchen/dining/family room, temperature controlled wine room, a movie theater, expanded loggias, new infinity edge lap pool and hot tub, new dock, private beach side cabana and bath, 6 car air conditioned garage, hurricane impact windows/doors, Lutron lighting system, house generator and elevator. **Offered at \$17,500,000**



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**Dean R. Stokes**  
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The New Rolls-Royce Phantom made its debut in the nation's capital yesterday evening at an event hosted by Sir Kim Darroch, the British Ambassador to the United States at his official residence in Washington D.C. New Phantom is the pinnacle offering from Rolls-Royce, the world's leading luxury brand.

As the longest existing nameplate in motoring history, Phantom has defined British luxury craftsmanship for more than 92 years. Every modern Rolls-Royce is handcrafted exclusively at The Home of Rolls-Royce in Goodwood, England.

"Rolls-Royce is an outstanding example of a British luxury brand that combines modern engineering with classic British style." Said Sir Kim. "American car enthusiasts appear to like the result, whether Rolls-Royce or other British car brands: the US is the single largest country market for British cars, and the latest Rolls-Royce Phantom is sure to be another hit, representing as it does a unique combination of state of the art design with handcrafted excellence."

Speaking from the Home of Rolls-Royce in Goodwood, England, Chief Executive Officer of Rolls-Royce, Torsten Müller-Ötvös said, "As the world's leading luxury brand,

we at Rolls-Royce are proud to carry the message around the globe that Great Britain's luxury industry is the world's best. I thank Sir Kim for welcoming New Phantom, the world's leading luxury product, to America in such style."

"We are proud that the newest and most exclusive member of the Rolls-Royce family has been welcomed to America by the British Ambassador to the United States," said Pedro Mota, President of Rolls-Royce Motor Cars Americas.

"Rolls-Royce continues to represent the very best of luxury craftsmanship in the world. For well over a century, Rolls-Royce has been a global beacon for British luxury manufacturing excellence. With the arrival of New Phantom, considered by those in the know as "The Best Car in the World," the United States is poised to remain the largest market for Rolls-Royce, worldwide," added Mota.

New Phantom offers a wholly new, innovative and contemporary interpretation of the Rolls-Royce Phantom DNA. New levels of luxury, technology and silence are underpinned by "The Architecture of Luxury", an all-aluminium spaceframe architecture designed by Rolls-Royce engineers at the Home of Rolls-Royce at Goodwood.



## BRAMAN HELPS A FRENCH FAMILY LIVE "THE AMERICAN DREAM".



### Birthdays are always special, but for a South Floridian couple, who moved from France 7 years ago, one stands out in particular.

Wife, Delphine, had a wonderful surprise in store for her husband Stephan. Feigning "time to kill" on the way to brunch at the Breakers, she persuaded him to stop by Braman Rolls-Royce Palm Beach just to have a look around. It didn't take much arm-twisting since Stephan loves cars, nor did it take long for Delphine to select the perfect birthday gift. "As we set foot in the lobby, I saw a white Wraith in the middle of the floor and instantly fell in 'love,'" she recalls. They returned to Braman after lunch and quickly sealed the deal. Stephan drove the Wraith home.

"It was incredible. We could not hear a thing from the outside highway, and the car felt like a flying carpet," describes Delphine. "It felt surreal." The couple will never forget this powerful moment, and only wishes the drive home could have lasted longer. Not unlike these VIP customers, Rolls Royce drivers have a unique appreciation for the finest things. In many cases, such as with this Delphine and Stephan, they've worked

hard to achieve the best. This caliber of vehicle offers a driving experience unlike any other, where you get to experience a sensation of ultimate comfort and elegance while exuding a sense of pride to the world that you've "made it."

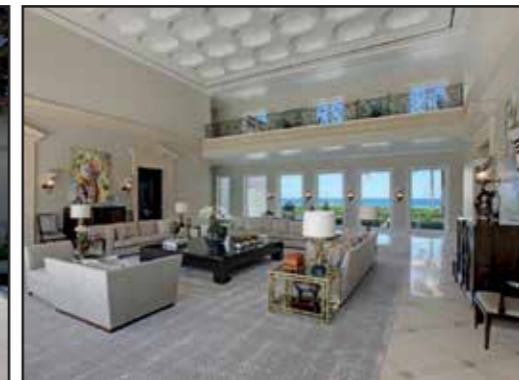
Be warned, though. The feeling is addictive. The couple has since returned to Braman and purchased a Rolls Royce Dawn and a Bentley Bentayga. Once you've driven (and dealt with) the top, there's no going back.

Delphine, who at first thought they were too young for such sophisticated models, was pleasantly surprised that once they got behind the wheel, they felt right where they belonged. "The designs of the cars are 'young,' and very 'attractive and sexy,'" describes Delphine. "Every detail, both inside and out, makes you want to look and touch. It's like being a kid in a candy store!" Aside from the irresistible appeal of their chosen models, it's Braman's impeccable reputation and world-class service that

has made the couple customers for life. And as Club Braman members, they got to take part in the adventure of driving their dream car to an idyllic location, Mar-a-Lago, where they were invited guests to a Club Braman event where the Rolls Royce Dawn was presented.

No one can argue that being a Rolls Royce or Bentley driver means being a part of the elite. It's something that this couple has never taken for granted. "When you work hard your whole life, move to another country and adapt to a new society, finding yourself as part of a select group tells you you've done something right," says Delphine. "You feel good about yourself and most importantly, proud of what you have accomplished." Delphine and Stephan have always held tight to the dreams they had for themselves and their two daughters, Marion and Victoria, and being able to drive these 3 dream cars is something for which they are truly thankful.

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Left: Kristen with her pet Lion. Right: Kristen wrapping up shopping at Hermes Palm Beach with her awaiting Roll-Royce Ghost ready to hit the road.

## Spreading the Love

**Club Braman Member Kristin Brown shares her feelings about what she cherishes most: her beloved animals, her proclivity for philanthropy, and of course, her coveted car collection!**

Palm City Florida resident Kristin Brown's life is filled with passion, and she wouldn't have it any other way. It takes a great deal of energy to devote herself to the many pursuits that drive her: Professionally, she manages a busy career in commercial lending. A fitness fiend, she competed for several years as an IFBB (International Federation of Bodybuilding and Fitness) Figure Pro. Though she ceased participating, she is no less motivated... she's just switched her focus.

Exotic animals and fast cars now top the list of the 39-year olds favorite things. "A few years ago I discovered Zoological Wildlife Foundation in Miami where I was able to interact with different cubs, and I immediately fell in love with these animals and what they do at ZWF for the animals they care for," says Kristin. She and her husband Matt have since become active supporters of ZWF by adopting 2 lions who she both lovingly named Max and Kya. She has closely interacted with them since they were tiny cubs.

Kristin even had a lion cub, as well as a monkey, at her wedding at The Eau Palm Beach, which certainly raised an eyebrow or two. Her relationship with her baby, female lion Kya, whose name means "diamond in the sky," is extraordinarily close to her heart, as is her one with treasured 7-month old Max. "I take the adoption very seriously and want to not only help support the animals financially, but to be a part of their lives and watch them grow and mature," explains Kristin. She travels to Miami from

Palm City at least 3 times per month to visit with them, and has been working over the last several years to obtain the hours of experience required by Florida Fish and Wildlife for exotic animals. "I never dreamed that I would have the opportunity to be involved with such incredible animals so I feel truly blessed to be able to have that opportunity and to help support them, care for them and to learn about them," she says. Three dogs, somewhat less exotic but no less loved, round out the Brown family menagerie.

With a demanding career, prized pets to care for, and philanthropic endeavors, you'd think Kristin had nothing left to give. But for a woman with a heart as big as hers, and a capacity for love so vast, there's room for more passion. Enter her love of Rolls-Royce motorcars. "Because of my love for cars, I have amassed a bit of a collection.

Needless to say, she purchased them all from Braman, "My relationship with Braman began in 2013 through my husband Matthew who has done business with Braman for the last 20 years," says Kristin. "In the 4 years that I have dealt with the dealership, I have acquired several cars and developed a strong bond with the team." The Browns attribute their loyalty to Braman with the time the team has taken to really get well-acquainted with their clients. "They know us personally, they take an active interest in our lives, and go above and beyond," she details.

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## 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.





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.

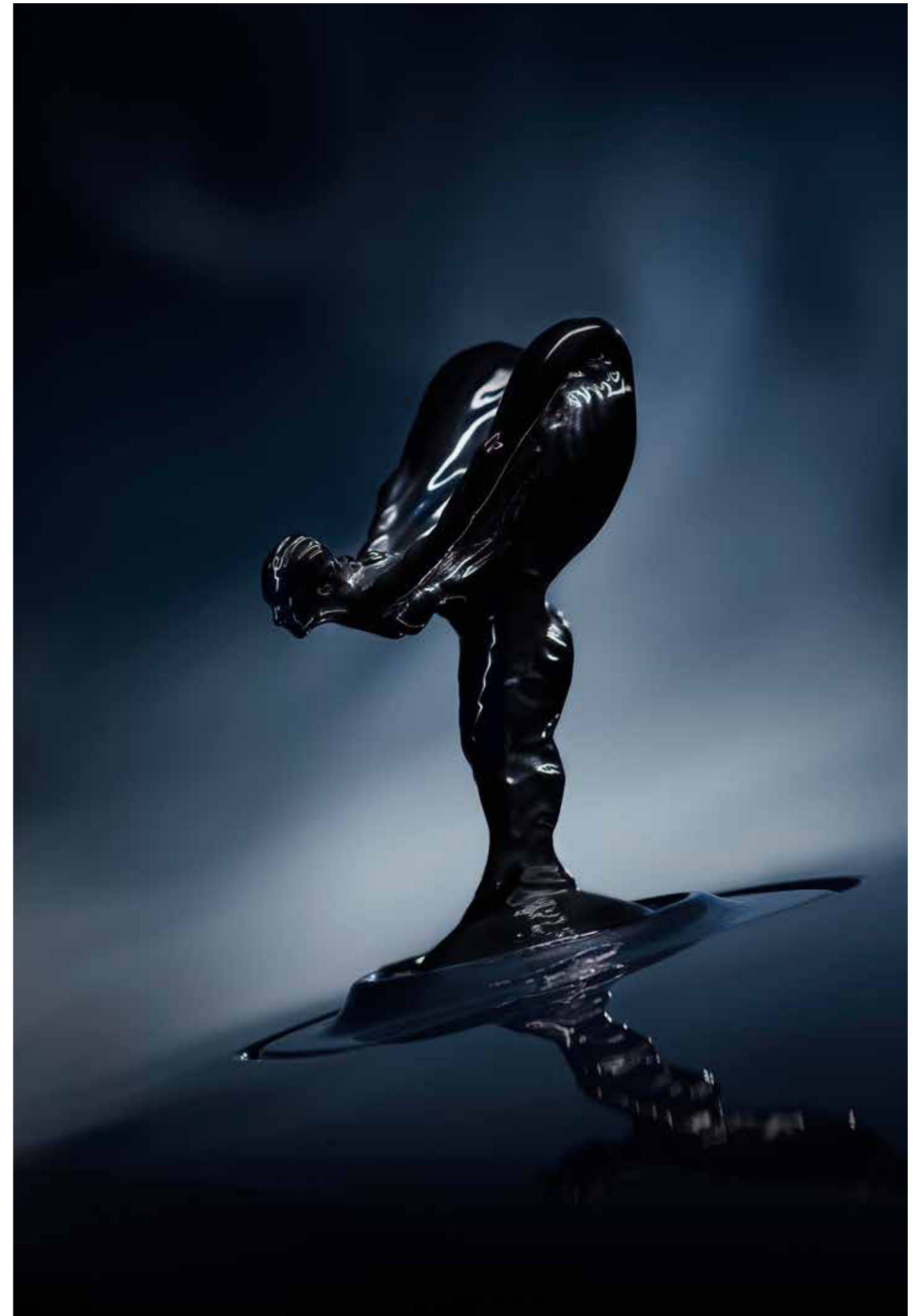
Reflecting the marque's Bespoke philosophy, Dawn Black Badge also plays host to a new interior palette break-up. Higher levels of exquisite Black leather are accented boldly with Mandarin highlights, including a strip of orange highlight which encircles the cabin at hip-height, evocative of the sunset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



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## GHOST BLACK BADGE

Ghost never compromises. And with Black Badge, that purpose is intensified to a whole new level. A bolder aesthetic transforms this masterpiece of versatile simplicity into something braver, darker and more defiant. Ghost Black Badge's striking stance exudes confidence, hinting at the refined power that lies waiting under the bonnet. It's time to discover your darkest side.



## Sculpted by shadows

Ghost is the embodiment of understated composure, but Black Badge adds a potent edge to its presence. This is a more tenacious, more dynamic incarnation of luxury. The Spirit of Ecstasy's dark silhouette draws you deeper into the night. Dark chrome elements accentuate the subtle sculpting. The Rolls-Royce badge reveals its darkest side. Carbon fibre composite wheels elevate the sleek profile – with a self-righting monogram that remains upright even when the wheels are in motion.





### Enter a new dimension

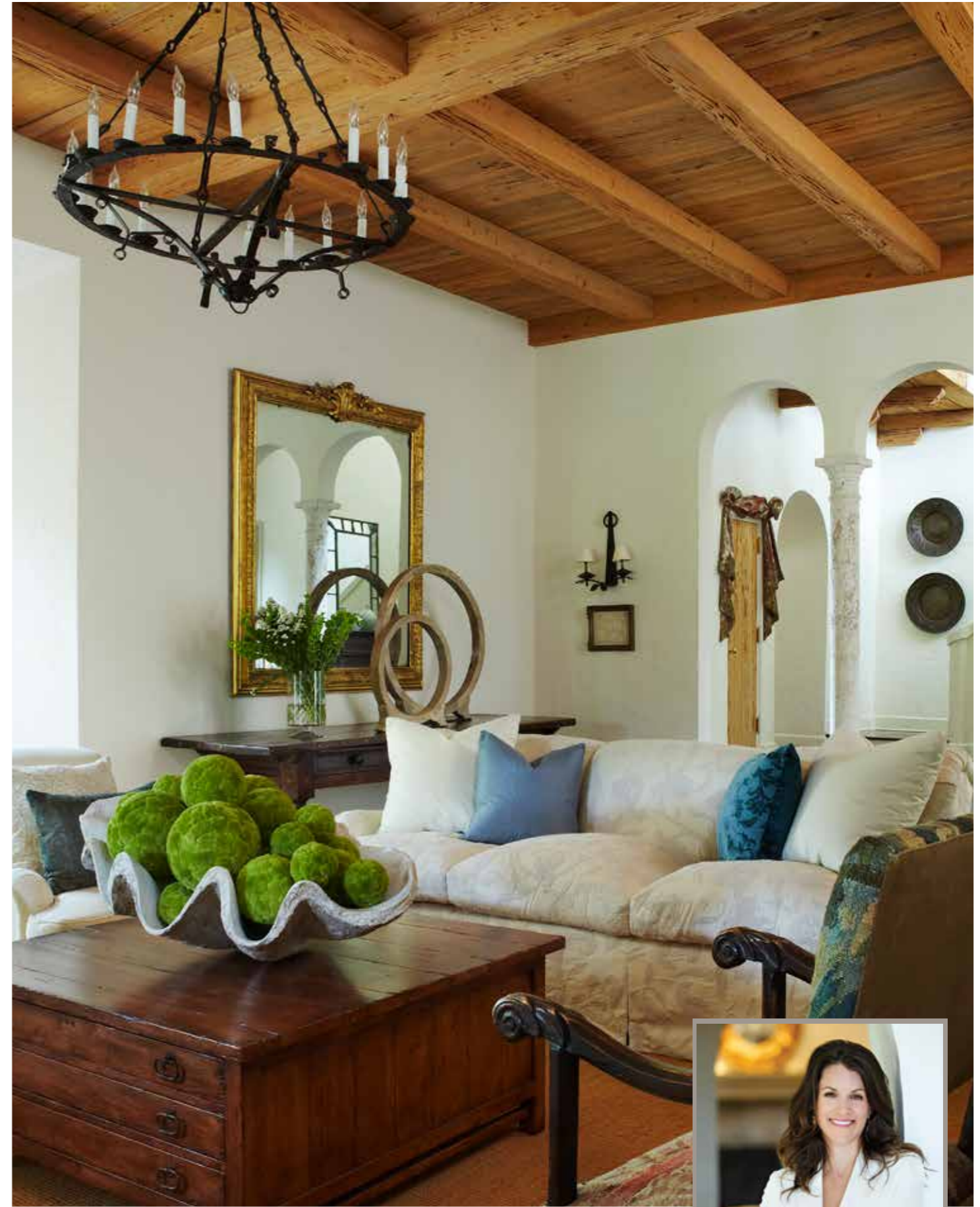
Ghost Black Badge is pure luxury – with added depth. Enter a cabin that is braver, bolder and more rebellious. Svelte lines envelope you, creating an air of pure confidence. An optional Bespoke Starlight Headliner brings the night sky inside.

### Poised to perform

Ghost Black Badge is a motor car born to be driven. Its 6.6 litre twin-turbo V12 engine has been enhanced to deliver more torque (840Nm) and a thrilling 603hp (450kw), making this the fastest Ghost yet. Increased power and quicker driver reactions let you surge effortlessly through the night, giving Ghost's luxurious ride an added edge of darkness.







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# WRAITH BLACK BADGE

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## Be captivated

Powerful, dynamic and refined. Wraith Black Badge is the pinnacle of modern fastback coupés. Darkness envelops its iconic features, adding even more drama to its presence. The Spirit of Ecstasy now as black as nightfall, forging a path through the shadows. Chrome is darkened for an eye-catching edge. Striking 21" wheels, with carbon fibre composite rims, are sculpted to stand out. The black Rolls-Royce badge is the final touch: a bold statement of defiance.



### Inner confidence

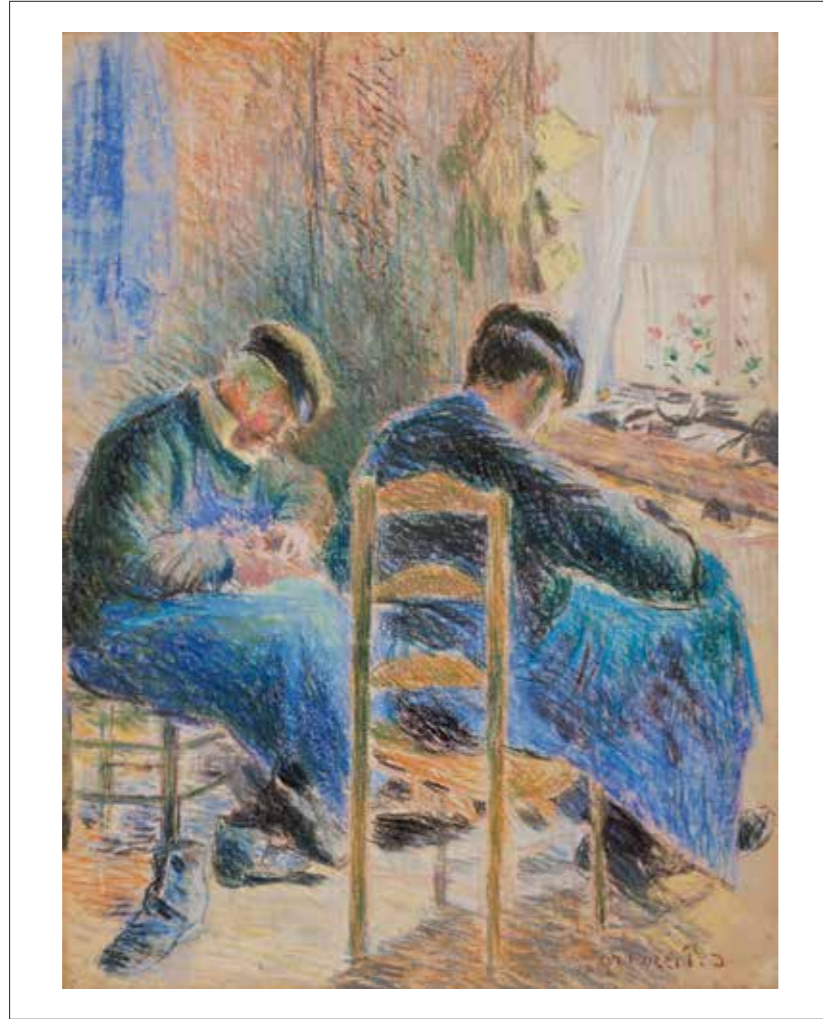
Attitude starts within. The interior of Wraith Black Badge cocoons you in an aura of confidence. A darker interpretation of luxury transforms this Grand Tourer cabin. Carbon fibre and aluminium threads are skilfully woven to create the glittering technical fibre fascia. The clock's orange-tipped hands add a subtle but potent contrast. The Rolls-Royce marque is carefully handstitched onto the finest leather. Everything serves to sharpen your senses and enhance the thrill of the drive.

### Power unleashed

Wraith is the most powerful Rolls-Royce in the world. With the added edge of Black Badge, performance has been enhanced even further. Torque is increased, handling is more dynamic and contact with the road is intensified for a thrilling driving experience. The fastback coupé's high-powered engine is paired with an 8-speed automatic gearbox to put you in full control. Behind the wheel you feel anything is possible; like the night is infinite.



Tradition. Legacy. Excellence...



Camille Pissarro • *Le Cordonniers, 1878* • Pastel on Paper Laid on Board • 23 7/8 x 18 1/4 Inches • FGI33864

*C. Pissarro*  
(1830-1903)



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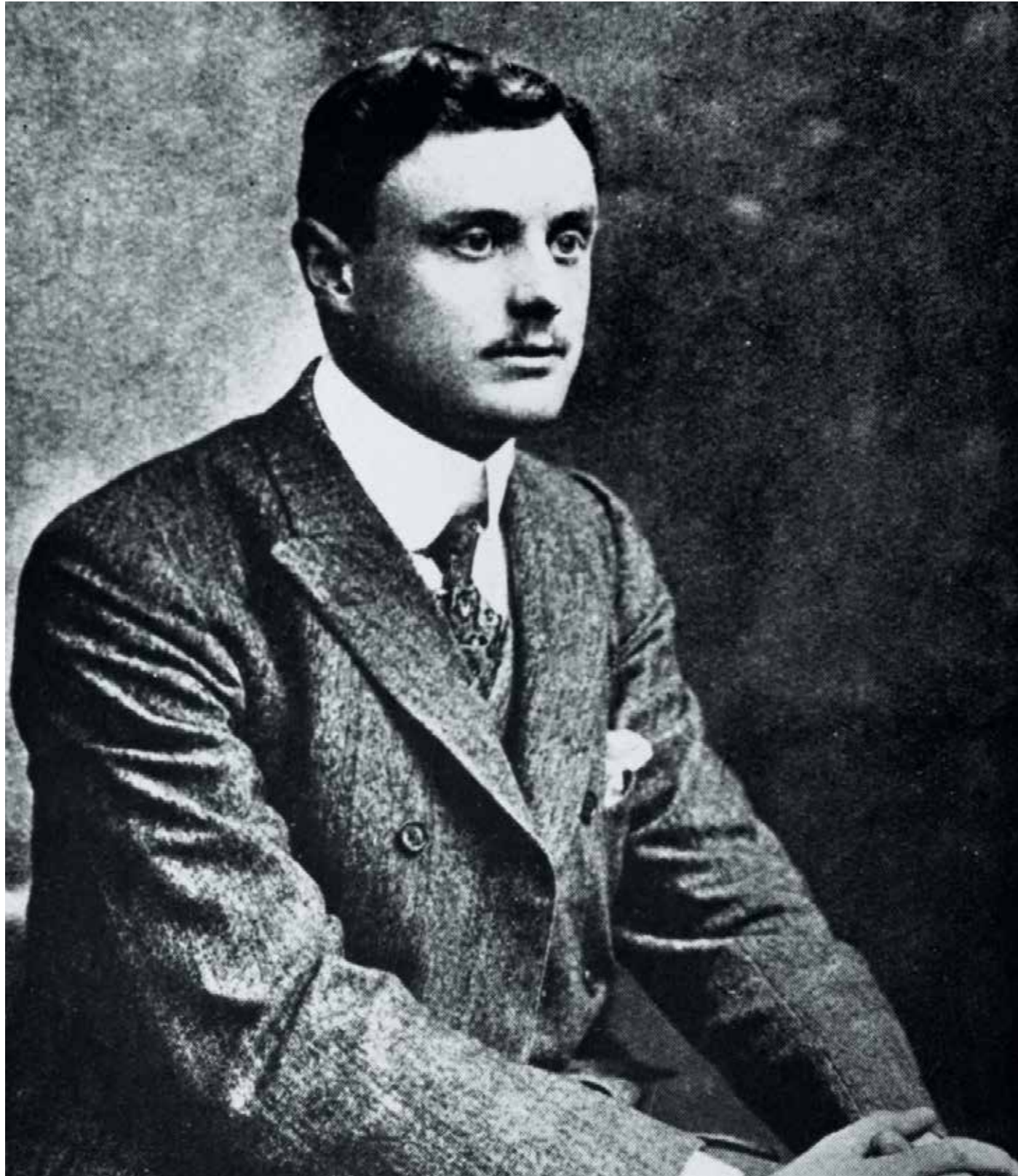
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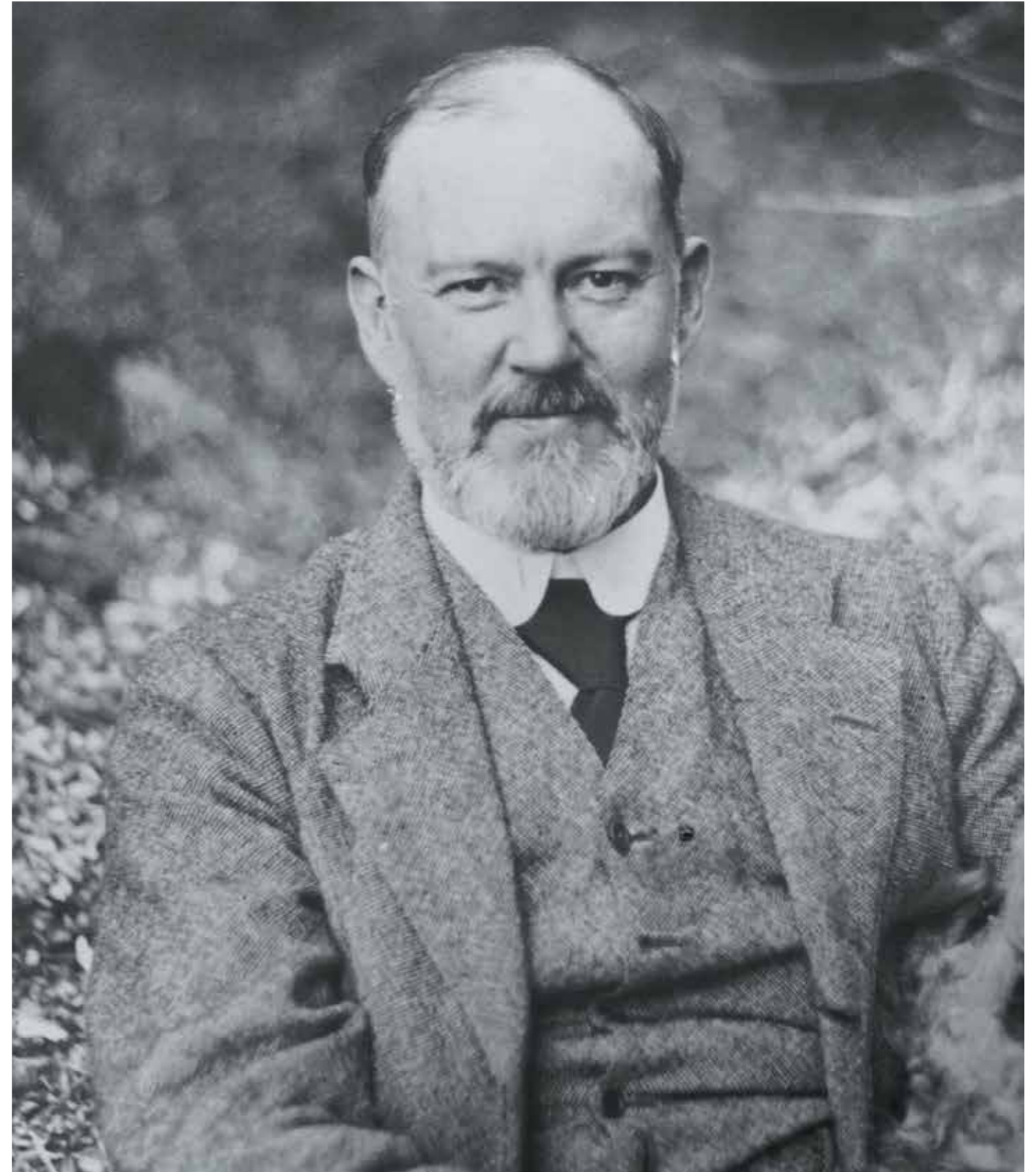
## THE BEGINNING

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.

# Luxury Defined



Your satisfaction is our highest priority. We promise to provide you with the finest luxury automotive experience found anywhere. Braman Motorcars has been serving South Florida for more than 30 years as an authorized Rolls-Royce dealer located in West Palm Beach, FL.

Our professional, highly-trained staff values your time, and is committed to ensuring you find the most suitable new or pre-owned Rolls-Royce. And, because we value your time, we'll happily provide a test drive at your home or office. You'll enjoy a world-class experience from our service staff, we'll consistently meet your parts needs on-time, and our after sales and lifestyle vehicle selection will fulfill your performance auto aspirations in a manner that is uniquely Braman.

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## CONTACT



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