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PEGASUS AUTOMOTIVE GROUP **NEW ASTON MARTIN & ROLLS-ROYCE MOTOR CARS SHOWROOMS**

Welcome to the world of the ultimate automotive luxury. Prestige Motor Group Nyon reveals its brand-new showroom and its new name, Pegasus Automotive Group. A change of identity which goes hand in hand with its new location, only a few meters away from its previous headquarters.

Only official dealer in Swiss Romande of the brands Aston Martin, Rolls-Royce Motor Cars, Koenigsegg and Kahn Design, the group shares the values of these prestigious names. Located on the outskirts of Geneva in the picturesque village of Nyon since 2011, the team, led by Thilo Martin, General Director, makes a point in providing a service worthy of its customers. Along with the « Sports Classics Geneva », the group now represents 5 brands, each one as prestigious as the other. From services to products and from the site to the team, prestige and sophistication are the watchwords of the dealership which is proudly welcoming all the automotive enthusiasts in their new premises, where every detail has been thought of with the greatest care.

"This space has been designed to match our customer's expectations and to offer a place as functional as it is welcoming. It was a priority for us to imagine this showroom as a living space, where people want to stop by to have a coffee or simply take the time to enjoy the place. To assist each customer with as much care as possible and because each brand available in our dealership offers a wide range of personalization, this brand positioning was key for us". Thilo Martin, General Director of Pegasus Automotive Group Geneva.

The new showroom has been divided to let each brand shine. In this airy space, Aston Martin's showroom which extends over more than 430m2, instantly seduces the visitor with the quality of its materials. The open wood panelling, the chevron flooring and the white lacquer and brass give the showroom soft tones with soothing lines. The lounge that could even make lames Bond jealous, enables the discrete clientele to enjoy the comfort and relaxation of this new space with a view on the various options of customizations, meticulously lit on the wall. An intimate zone along with a bar contribute to make this area as functional as it is flexible, always staying true to Aston Martin's DNA.

Neighbouring this peaceful area, stands the bright showroom of Rolls-Royce Motor Cars with its 420m2. Each model lays with grace under the 7 meters high ceiling. On the floor the cream stoneware, like a subtle canvas, acts as a soft background to let the intensity of each car body be the focus point of the room.



© Images by Future Photography

Timeless, the design is smart and sophisticated. On the lounge side, the leather blends with the deep dark wood, the lacquer and the stainless steel, also noble materials matching the soul of the brand. The latest name joining the record of brands that the group represents is none other than Koenigsegg. The Swedish visionary riming with performance and innovation has taken its quarters in Switzerland at the prestigious dealership, an exclusivity in the whole country.

In Nyon, Pegasus Automotive Group' showroom is now welcoming its customers within more than 4'000m2 of luxury. Above both showrooms, a mezzanine is home to the team's office as well as the the classic cars. Here also, warm materials fill the room and the use of glass opens the space, giving a feeling of magnitude. The storey is divided in different areas where comfort and design are met without comprises. On the main floor, at the heart of Pegasus Automotive Group' showroom is the mechanical workshop, which has also been completely enhanced. 720 m2 that now welcome 10 cars at the same time. The place where the magic happens is as beautiful as each motor roaring in it. Functional displays and state-ofthe-art tools and best materials have been installed, because the group values its staff as much as its customers. This brandnew space, where the super cars are pampered with extreme care has been rearranged, among others, to reduce the waiting time of the customers. To do so, the layout of the showroom has been rethought and the equipment updated, to be more autonomous in the operational tasks, particularly with the new cleaning station or with the arrival of a receptionist dedicated to the workshop.

Those significant details have a meaningful impact on the team members but also on the service's quality offered to each customers who will soon be able to benefit of the new features like the preparation service also known as detailling. In partnership with Swissvax, a family business set as a reference in the automotive care industry, Pegasus Automobile Group offers its clients a large choice of premium services custom-made for supercars. From the cockpit's to the leather or the cabin's care, to the windows and vinyl cleaning, everything is of the highest quality including their most well kept secret, the wax, including the carnauba formula giving a whole new level of shine.

Pegasus Automotive Group

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For three generations, the landmark of Gstaad has been family-operated and combines classical grand-hotel glamour with alpine cosiness.

The Gstaad Palace is one of the last family-operated hotels in Switzerland. It was opened in 1913 and is managed now by the third generation of the Scherz Family. The 90 stylish equipped rooms and suites offer pure luxury and comfort and combine perfectly the charming atmosphere of the mountains with an elegant style. The expansive Palace Spa with its 1800 m²





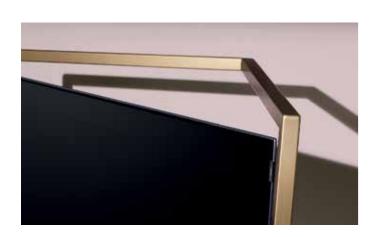
ranks among the most beautiful in the Alps. A squash court and 4 outdoor tennis courts are also part of the facilities. Don't miss a visit of the hotel-own GreenGo nightclub, «the place to be» for Gstaad's nightlife. Not to forget is our Walig Hut, which is located 1800 meters above Gsteig which offers a breathtaking view as well as lunch and dinner.





Loewe bild 9. Beauty Objectified. Design: Bodo Sperlein.





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INTRODUCING THE NEW VANTAGE...... THE NEW DB11 VOLANTE..... ASTON MARTIN TO RACE WORLD'S FIRST ASTON MARTIN DBX CONCEPT..... ASTON MARTIN VALKYRIE..... THE WORLD OF Q BY ASTON MARTIN ... ASTON MARTIN POWERBOAT REVEALED PROJECT NEPTUNE..... ASTON MARTIN UNIQUE LUXURY RESID ROLLS-ROYCE MOTOR CARS GENEVA ... **EFFORTLESS EVERYWHERE: THE ROLLS-R** THE NEW ROLLS-ROYCE PHANTOM...... ROLLS-ROYCE DAWN BLACK BADGE ROLLS-ROYCE GHOST BLACK BADGE ROLLS-ROYCEWRAITH BLACK BADGE ROLLS-ROYCE WRAITH LUMINARY COLL ROLLS-ROYCE SWEPTAIL..... ROLLS-ROYCE YEAR IN BESPOKE..... ACCESSORY COLLECTION..... GOODWOOD REVIVAL 20TH ANNIVERS GEORGES KIENER SWISS CLASSIC CARS.. KOENIGSEGG: FROM PASSION TO POWE CHELSEA TRUCK COMPANY..... CONTACT US.



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INTRODUCING THE NEW VANTAGE: THE SUCCESSOR TO A TRUE SPORTING DYNASTY

Vantage. An evocative name for a magnificent bloodline of thoroughbred sports cars. For seven decades the heartbeat of Aston Martin's purest models, the Vantage nameplate has been worn by some true icons.

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MILLION DO THE MANAGEMENT

VANTAG







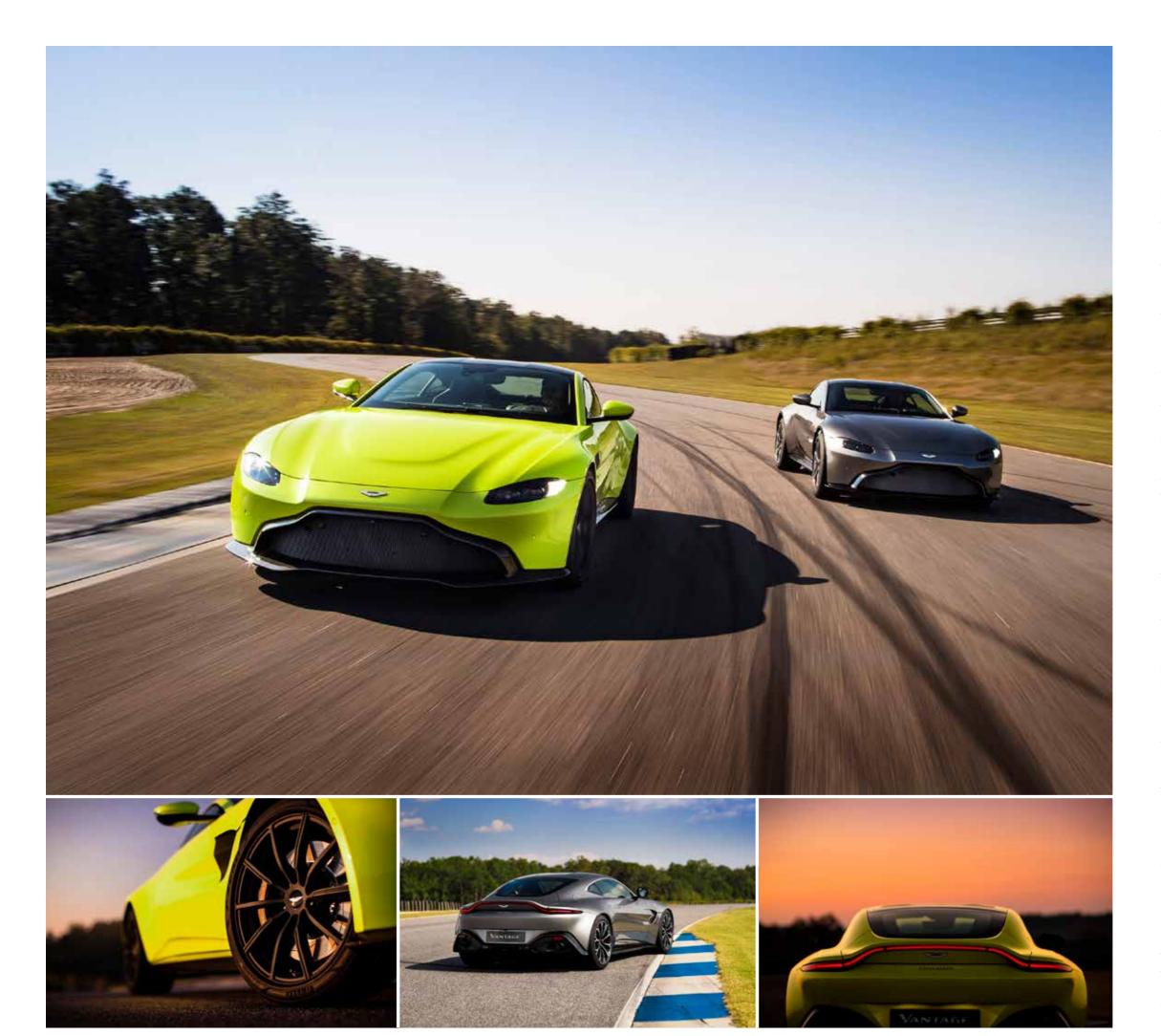
Highlights include the William Towns-designed V8 Vantage, spectacular twin-supercharged V600 Le Mans and the much-loved V8 Vantage. Today this formidable sporting dynasty is poised to hit new heights with the introduction of the new Vantage. A spectacular new Aston Martin sports car demands a bold and distinctive design language. Pure, sculptural forms create an athletic, predatory stance, while the minimal front and rear overhangs, muscular flanks and broad haunches express the agility and dynamism inherent within the car. New head and tail lights form dramatic new signatures giving the Vantage unmistakable road presence and contribute to a strong and individual identity within the growing Aston Martin model range.

Aerodynamic performance was central to the Vantage design concept: the front splitter directs airflow underneath the car, where a system of fences channels cooling air where it is needed, and also ensures the rear diffuser is fed with clean airflow. The design of the diffuser creates an area of low pressure air, while simultaneously preventing turbulence generated by the rear wheels from disrupting the flow of air exiting centrally from beneath the rear of the car. Together with the new side gills, which have been integrated into the body surface and bleed air pressure out from the front wheel arches, and the pronounced upswept rear deck lid, the Vantage generates a significant level of downforce - a rarity on any production car and a first for a core production Aston Martin model.

The design story continues inside the Vantage, with a dynamic and focused sports car cockpit that rejects long, fluid curves in favour of sharp, focused lines denoting the more aggressive nature of the car. A high waist interior theme and lower driving position creates a more immersive driving experience, and contributes to significant gains in occupant space and significant improvement in headroom compared with the outgoing Vantage. A combination of rotary and toggle style controls have been used for their tactile and intuitive functionality.



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Likewise, the PRND transmission buttons have been moved into a triangular formation so as to cluster major controls into clearly defined zones. The interior also offers generous stowage space, with useable room behind the seats and generous doubletier storage areas. The heart of the Vantage is Aston Martin's potent new alloy, 4-litre twin-turbo V8 engine.

Set low and as far back in the chassis as possible for optimal centre-of-gravity and perfect 50:50 weight distribution, this high performance, high efficiency engine returns a CO2 figure of *245g/km yet develops 510PS at 6000rpm and 685Nm from 2000-5000rpm.

With a dry weight of 1530kg this gives the Vantage formidable power-to-weight and torque-to-weight ratios - something vividly demonstrated whenever the throttle is squeezed. Detailed tuning of the induction, exhaust and engine management systems has given the Vantage a truly intoxicating character and soundtrack.

The Vantage deploys its impressive power and torque to the rear wheels via a rear-mounted ZF eight-speed automatic transmission. Capable of accelerating from 0 to 60mph in 3.5 seconds and on to a maximum speed of 195mph, it employs a sophisticated suite of integrated electronic systems to offer maximum control and driver enjoyment.

These include Dynamic Stability Control and Dynamic Torque Vectoring. The speed-dependent electric power steering has 2.4 turns lock-to-lock for an outstanding combination of responsiveness and precise, intuitive control.

For the first time on an Aston Martin the new Vantage also features an Electronic Rear Differential (E-Diff). This differential is linked to the car's electronic stability control system, so it can understand the car's behaviour, and react accordingly to direct the engine's power to the relevant wheel. Unlike a conventional LSD, it can go from fully open to 100% locked in a matter of milliseconds. At higher speeds, the Electronic Differential's speed and sensitivity of response enables the system to take very fine control of the car's dynamic behaviour.

It makes the car feel much more composed both in terms of its straight-line stability and its cornering performance, providing the driver with increased levels of confidence to explore and enjoy the car's capabilities to the full. Aston Martin President Chief Executive Officer, Dr Andy Palmer said: "It speaks volumes for the outgoing Vantage that it is the single most successful model in Aston Martin's history. Creating a worthy successor has been a challenge to relish and a huge source of motivation.

I'm enormously excited by what we've created: a new Vantage that's more explicit in looks and intent, wrapping heart-pounding performance and dazzling dynamics into an everyday usable package. A true sports car with a sharper look and a keener dynamic edge, the new Vantage is the Aston Martin pure driving machine enthusiasts have been waiting for."

The new Vantage is on sale now with a recommended retail price from $\pounds120,900$ in the UK, $\pounds154,000$ in Germany and \$149,995 in the USA. Deliveries are scheduled to begin during the second quarter of 2018.



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Robert Greubel and Stephen Forsey took up a significant challenge with the GMT Earth: how to offer a comprehensive, three-dimensional view of the terrestrial globe, from the North to the South Poles. They approached the architecture of this timepiece from a different angle to give the movement and the case a more prominent role.

360° view

With this new creation, Robert Greubel and Stephen Forsey are once again pushing the envelope and venturing into uncharted territories. The GMT Earth provides an amazing 360° view of our planet Earth all the way from the North to the South Pole. This technical feat was achieved by an original movement architecture in relation to the case shape and dimensions. Revealing the entire terrestrial globe required complex application of sapphire crystal, a skill which Greubel Forsey has acquired over many years of research and utilization.

3D view

The globe is not the only three-dimensional element in this timepiece – it's a characteristic that features at every level. The three-dimensionality first appears at the highest point of the dial, with the hour, minute and small seconds indications. Then the gaze glides gently across the GMT indication with its triangular

red hand, followed by the power reserve indication displayed by a long, slender hand. Finally, our eyes come to rest on the lowest part of the dial, which shows the globe alongside the Tourbillon 24 Secondes, Greubel Forsey's 3rd pivotal Invention.

Global view

The GMT Earth enables a clear view of three time zones simultaneously to within a quarter of an hour. Furthermore, on the movement side of the timepiece, 24 time zones are displayed with the summer and winter times to complement the universal time indicated by the terrestrial globe.

The proportions of the case were constructed to accommodate the high-domed sapphire crystal bezel and the special artistry on the caseband. The characteristic lateral plates bearing engraved inscriptions that encapsulate the key values of Robert Greubel and Stephen Forsey decorate the case body.

This white gold edition is limited to 33 pieces.

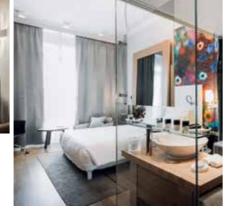


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THE SCIENCE AND ART OF LONGEVITY

THE NEW DB11 VOLANTE

We are delighted to introduce to you the final member of the DBII family; the all-new DBII Volante, featuring the latest 4.0-litre Twin Turbo V8 engine. DBII Volante follows in the footsteps of the beautiful DB9 Volante and becomes the modern-day interpretation of the coveted Aston Martin

DBVolante. It encompasses everything that makes an Aston Martin grand tourer great, with the addition of open-top driving pleasure. The Volante sits alongside the V8-powered DB11 Coupé and offers an equally stunning, open-topped grand tourer option to customers.







HISTORY

Volante is a name that can only be attributed to convertible cars bearing the iconic Aston Martin wings badge. The first public appearance of an Aston Martin Volante came at the 1965 London Motor Show, attached to an interim model that made use of the 37 remaining DB5 chassis. Since that moment, the Volante name has been a permanent fixture in Aston Martin's history with a rich heritage than spans a range of models and 52 years of production.

Named after the Italian for "flying", Volante is a very appropriate label, considering that the first car to earn the name sported a race-proven all-alloy, twin-cam straightsix 4.0-litre power plant, which boasted 282bhp. From the heady days of the mid-1960s, the Volante name has come a long way. With near-identical performance figures as their coupe counterparts, today's open-top Aston Martins use the latest technology to ensure blue sky driving is as thrilling as ever.





ASTON MARTIN



EXTERIOR HIGHLIGHTS

VOLANTE ROOF The Volante's 'K-fold' roof is an all-new design with zero carry over from DB9. It enables a beautifully sculpted roof line when up, maintaining the DB11's aesthetic side profile. The Soft-top Volante roof is available in a range of colours, to enable maximum personalisation opportunities.

UNIQUE BRIGHTWARE FEATURES

New styling features enhance the visual appeal of the Volante, with the choice of a bright or dark waistline and tonneau finisher. The windscreen surround is also available in body colour or gloss black.

FORGED ALLOY WHEELS

FORGED ALLOT WHEELS For the first time on DB11, forged alloy wheels are optionally available in a 'Y-spoke' design. Available in three colours; Silver, Gloss Black and Champagne, all with a diamond turned finish help balance the curves and creases of DB11's elegant bodywork.

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WINDSCREEN SURROUND

The Windscreen surround is a customisable feature on the new DB11 Volante. As standard this comes painted in body colour, and is available optionally painted in Gloss Black. This allows customers to add a unique element of contrast to the exterior of the car and is only available to the DB11 Volante.

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MIRROR CAPS

Available as a new design choice for both Volante and Coupé, theexterior mirror caps are now optionally available painted in Gloss Black. As standard the mirror caps remain painted in body colour.



TONNEAU & WAISTRAIL FINISHER

The Tonneau Finisher runs along the waist of the new DB11 Volante and wraps around the rear Tonneau cover that houses the stowed Volante hood. This comes as standard in a Bright Anodised finish and is optionally available in a Dark Anodised finish.



















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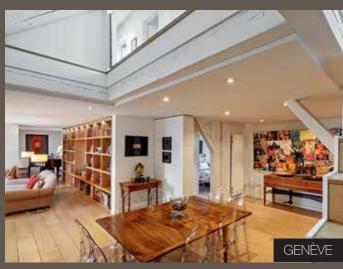
It is in the Domaine de Châteauvieux, the one and Food lovers can now enjoy Philippe Chevrier's only Two-Michelin-starred restaurant in Geneva, signature dishes throughout all his restaurants in that Philippe Chevrier built up his reputation. Geneva. Philippe has developed his cuisine for over 30 years, showcasing the excellence of some of the «Cooking is not only a job, but also a way of life, best produce, without compromising quality and creativity and a link between people.» upholding the greatest respect for each ingredient.

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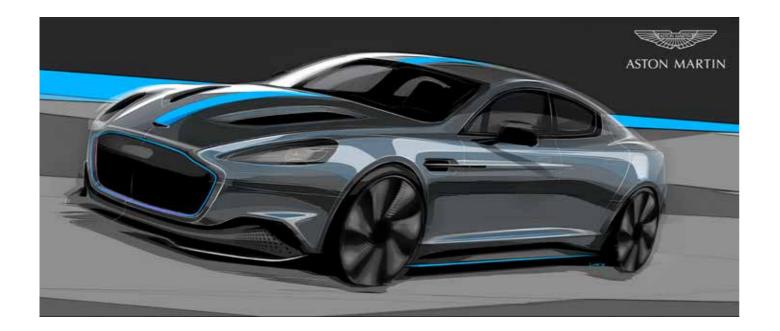
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ASTON MARTIN TO RACE WORLD-FIRST HYBRID HYDROGEN RAPIDE S

Aston Martin is ripping up the record books at the 41st ADAC Zurich 24 Hours of Nürburgring next month as the famous British sports car brand is to race a pioneering hybrid hydrogen car. The record-breaking Hybrid Hydrogen Rapide S – based on Aston Martin's new fourdoor, four-seat sports car – will become the first hydrogenpowered car to compete in an international event as well as the first zero CO2 emissions sports car to complete a race pace lap at the Nürburgring 24-hour race.

Working in partnership with hydrogen experts Alset Global, Aston Martin's engineers have developed a prototype twin turbocharged 6.0-litre V12 engine that will power the Nürburgring car. Capable of running on pure gasoline, pure gaseous hydrogen, or a blend of both, the Hybrid Hydrogen race car showcases Aston Martin's commitment to engineering innovation. In pure hydrogen mode, Aston Martin and Alset Global aim to show that a zero CO2 emissions lap of the Nordschleife is possible while emitting virtually only water from the exhaust.

Showcasing the technology at the Nürburgring – acknowledged as one of the toughest and most demanding circuits in the world and, of course, nicknamed 'the Green Hell' – Aston Martin will underline the reliability and safety of today's hydrogen technology.

Welcoming the debut of the Hybrid Hydrogen Rapide S, Aston Martin Chief Executive Officer Dr Ulrich Bez said: "As we celebrate our centenary in 2013 and look back on a century of excitement, innovation and style it's also the perfect time to look to the future with this astonishing race car. "Aston Martin has a strong track record of innovation and, with our superb history of competition and testing at the Nürburgring, it is only right that we showcase this amazing new technology at this year's 24-hour race." He added: "Working with Alset Global to unveil this system in such a challenging environment as the 24 Hours of Nürburgring shows once again how confident we are in our cars, our people and our partners."

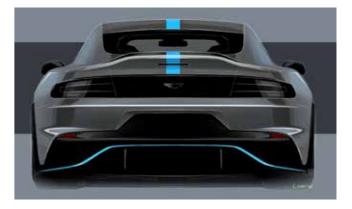
The Hybrid Hydrogen system comprises a hydrogen fuel rail, storage tanks and proprietary engine management system. This enables flexibility in the control of the



combustion process according to each particular driving situation: either pure hydrogen, gasoline or a arbitrary blend of both can be selected to ensure optimum power, acceleration and CO2 reduction. This control results in a powerful and dynamic propulsion system that provides sports car performance but with a carbon footprint more akin to that of a supermini. Safety is paramount, of course, and the system includes four ultra-high strength



carbon fibre tanks holding a total of 3.5kg of hydrogen stored at a pressure of 350bar – two tanks housed next to the driver and two in the boot of the car. Meanwhile the entire hydrogen system developed by Alset Global and its partners is approved by German motorsport's governing body, the DMSB. The Hybrid Hydrogen race car is based on the new Rapide S four-door sports car that is arriving in Aston Martin showrooms worldwide this month. Redesigned and re-engineered to offer even greater style and significantly enhanced performance by virtue of its new AMII 6.0-litre VI2 naturally aspirated engine, the new Rapide S is capable of 190 mph and sprints from 0 to 62 mph in only 4.9 seconds.



Dr Bez said of the new road car: "It is a four-door sports car that uniquely combines luxury, style and sporting excitement inAston Martin's most flexible and accommodating silhouette. This is the four-door sports car in its most versatile form."

Aston Martin returns to compete in the ADAC Zurich Nürburgring 24 Hours on May 19-20 for the eight successive year. More than 150 cars will start the fearsome 24-hour race, which runs on the daunting 25km circuit that combines the legendary Nordschleife with the modern Grand Prix track.

A Princely Retreat

Mediterranean Flair meets Swiss quality in Lugano, where la dolce vita is redefined within the stunning surroundings of both lake and mountain.

Welcome to Villa Principe Leopoldo, Member of the prestigious Relais & Chateaux collection, where you can choose between 37 spacious suites with marble finishes and high-end furnishings, selected and arranged with painstaking attention to detail, with the backdrop of an incredibly relaxing environment – where silence and tranquility reign supreme.

Villa Principe Leopoldo

w w w . l e o p o l d o h o t e l . c o m

The historical residence, dominates the lake of Lugano from the Canton Ticino's most magical spot, the fabulous "Collina d'Oro" or Golden Hill, offering breath-taking views on the spectacular surroundings. The villa itself is characterized by a strong Italian spirit and Mediterranean style, accommodating also the gourmet temple Restaurant Principe Leopoldo which offers a cuisine that reveals authenticity, passion and respect for its ingredients, not forgetting tradition and territory. Gourmands will be in paradise at the Restaurant of Villa Principe Leopoldo, an experience that should be tried at least once in a lifetime.





ASTON MARTIN DBX CONCEPT CHALLENGES CONVENTION



Aston Martin today challenges the nature of luxury GT travel in the 21st Century with the debut at the 85th Geneva International Motor Show of the innovative DBX Concept. Created to defy conventional thinking about the luxury GT segment, the DBX Concept widens the appeal of the iconic British luxury brand and reaches out to a more diverse global audience than ever before. Unveiling the concept, Aston Martin CEO Dr Andy Palmer said: "The DBX Concept is a challenge to the existing status quo in the high luxury GT segment. It envisages a world, perhaps a world not too far away, when luxury GT travel is not only stylish and luxurious but also more practical, more familyfriendly and more environmentally responsible.

"I asked my team at Aston Martin to expand their thinking beyond conventions, to explore what the future of luxury GT motoring would look like in years ahead, and the DBX Concept you see before you is the result." Dr Palmer added: "This is, clearly, not a production-ready sports GT car, but it is a piece of fresh, bold thinking about what Aston Martin GT customers around the world could request of us in the future.

"The DBX Concept is more than a thought starter for us and for our customers, though. We will, in due course, be entering a car into the new DBX space and I am very much looking forward to seeing how this concept is received not only here today, but also

by our legion of existing loyal customers and by those potential the all-wheel drive DBX Concept seamlessly combines traditional customers around the world who have, to this point, yet to Aston Martin beauty with elegant new engineering that gracefully consider one of our cars." aligns form and function.

Harmonious design Capable of accommodating four adults in comfort, the DBX Concept also majors on day-to-day practicality. It offers generous luggage capacity by virtue of the fact that its rear trunk and forward load bay Imagined by Chief Creative Officer Marek Reichman and his team at the brand's global headquarters in Gaydon, Warwickshire, can both accept passengers' belongings. Opulence and cutting edge the all-electric DBX Concept showcases not only cutting edge style go hand-in-hand in the DBX Concept thanks to a unique fusion engineering but also a major evolution of the British brand's worldof high luxury and advanced technology. These characteristics, allied renowned and highly-regarded design language. Clearly signalling to the ingenious use of unconventional materials and finishes inside an extension to the brand's existing model lines in the future, and out, are calculated to further broaden the appeal of Aston Martin.





The concept's exterior bright work emphasises the brand's approach to the use of authentic materials, and is made up of machined billet aluminium with visible milling lines in a piece of exquisite craftsmanship intended to be seen as the car's jewellery. The DBX Concept's unique paint finish – Black Pearl Chromium – has been specially created to mimic the look of a genuine black pearl, and comprises a microfine layer of chrome to deliver a level of reflectivity that cannot be obtained through normal paint finishes.

Inside, the deliberate use of non-automotive standard materials generates a uniquely soft, cocooning ambience. The extensive application of velvet-like Nubuck leather contrasts with the concept's hard, hi-tech equipment. The exposed leather reveals a sandwiched accent layer, more akin to high-end furniture, while the car's interior bright ware matches that of the exterior with the addition of a gold 'pin striping' element on the edging. Marek Reichman explained: "The exceptional craftsmanship, with detailing more typically seen on luxury consumer goods or fine jewellery, gives the DBX Concept genuinely global appeal."

Experimental engineering

Embracing the very latest engineering techniques and theories, the DBX Concept needs no engine compartment thanks to its use of electric, inboard-of-wheel, motors powered by lithium sulphur cells. Drive-bywire electric steering, toughened glass with an auto-dimming 'smart glass' inter-layer, and bespoke driver and passenger head-up displays are further examples of its cutting edge technology. Dr Palmer explained: "A concept car such as this should, in my view, challenge conventional thinking and explore the art of the possible. In the DBX Concept, I believe we have created a new type of luxury car that can not only broaden the appeal of Aston Martin to a whole new generation of customers, but sit with pride alongside the rest of our range."











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ASTON MARTIN VALKYRIE: SECRETS OF EXTERIOR AND INTERIOR DESIGN REVEALED

Pegasus Automotive Group Magazine **57**



Since the first reveal of the Aston Martin Valkyrie hypercar in July 2016, Aston Martin and Red Bull Advanced Technologies have been working intensively to further develop the Valkyrie's aerodynamics, body styling and cockpit packaging.

The teardrop-shaped cockpit's upper body surfaces and lower tub contours follow the envelope of space available between the huge full length Venturi tunnels that run either side of the cockpit floor. Drawing huge quantities of air beneath the car to feed the rear diffuser, these tunnels are the key to generating the Aston Martin Valkyrie's extraordinary levels of downforce while keeping the upper body surfaces free from additional aerodynamic devices that would spoil the purity of the styling.

To maximise interior space the seats are mounted directly to the tub, with occupants adopting a reclined 'feet-up' position reminiscent of today's Formula One and Le Mans Prototype race cars, ensuring driver and passenger are extremely safe, perfectly supported and feel completely at one with the car.A four-point harness comes as standard, while an optional six-point harness will be offered for those who intend to do more track driving. The Aston Martin Design team were keen to keep distractions to a minimum and focus the driver on the road ahead. To this end all switchgear is located on the steering wheel, with all the vital signs shown on a single OLED display screen. The steering wheel is also detachable, both to aid ingress and egress, and to serve as an additional security device. Great attention has been taken with the glasshouse design to ensure forward and peripheral side-to-side vision is virtually uninterrupted.To avoid any unwanted aerodynamic disturbance or stylistic 'clutter' traditional door mirrors have been replaced by discreetly mounted rear facing cameras in each of the Aston Martin Valkyrie's flanks. These feed two displays which are positioned at the base of each A-post to mimic the view provided by conventional door mirrors. The all-enveloping bodywork and roof-mounted engine air intake means there is no rear window, negating the requirement for a rearview mirror.

Matt Hill, Aston Martin Creative Director of Interiors said of the Aston Martin Valkyrie's cockpit design: "It's been a tremendous challenge to make the interior packaging work. We've embraced Red Bull Racing's Formula One ethos and approached from a different angle than conventional road car design. In this instance, we've started from a position where you think something is impossible and work at it until you find a way to make it work. We've been fighting for millimetres everywhere, but the battle has been worth it, as it's been fantastic seeing customers try the interior buck for size. They love the ritual of getting in and how it feels to be sat behind the wheel.



They're also genuinely surprised at how the car just seems to swallow them. You really do have to sit in it to believe there is genuine space for two large adults." While the essence of the original Aston Martin Valkyrie exterior design remains unchanged, Adrian Newey's pursuit of downforce and aerodynamic efficiency has driven many detail changes to the bodywork. These requirements have been faithfully incorporated into the design by the Aston Martin Design Team in a genuine case of form following function. One of the biggest changes in this latest model are openings in the body surface between the cockpit and front wheel arches, Adrian Newey having found that they were the key to achieving considerable gains in front downforce. It was then the job of the Aston Martin Design Team to integrate these new apertures into the overall design and ensure they had aesthetic merit as well as aerodynamic function.

While aerodynamics and downforce are the dominant story, Aston Martin Valkyrie features some delightful details. Some of the most striking are the headlights, which take inspiration from the pure functionality of a Formula One car's components. Aston Martin's designers stripped things back to the bare essentials, celebrating the engineering rather than concealing it behind cladding. With the low and high beam elements attached to an intricate exposed anodised aluminium frame not only are the headlamp units a work of art, but they are 30-40 per cent lighter than the lightest series production headlamps available to Aston Martin.

The same approach has been taken with the Aston Martin 'wings' badge that adorns the nose. With the regular badge considered too heavy, and a simple sticker not befitting for a car of the Aston Martin Valkyrie's quality and cutting-edge nature, the Aston Martin Design Team came up with a chemical etched aluminium badge just 70 microns thick. That's 30 per cent thinner than a human hair, and a remarkable 99.4 per cent lighter than the regular enamel wings badge. The badge (nicknamed the 'lacewing') is then attached to the painted body and covered with a perfectly smooth coat of lacquer.

Further detail innovation can be found at the rear of the car, with the centre high mounted stop light (CHMSL). Mounted on the tip of the small shark's fin that runs down the spine of the Aston Martin Valkyrie's airbox and rear bodywork, the light is just 5.5mm wide and 9.5mm high. Illuminated by a red LED it is the world's smallest CHMSL and evidence of how every element of the Aston Martin Valkyrie is scrutinised in the pursuit of eliminating unnecessary weight and drag.

Aston Martin Creative Director of Exterior Design, Miles Nurnberger, said of the Aston martin Valkyrie's design evolution: "I would say we're around 95 per cent of the way there with the exterior design. Much of what you see is actually the structure of the car, so this had to be signed-off relatively early in the project. The remaining areas of non-structural bodywork are still subject to evolution and change as Adrian [Newey] continues to explore way of finding more downforce. The new outlets in the body are a case in point. Ordinarily the last thing we'd want to do to one of our surfaces is cut a hole in it, but these vents work the front wings so much harder that they've found a significant gain in front downforce. The fact that they are so effective gives them their own functional beauty, but we've finessed them without impacting on their functionality. That they also serve as windows through which to view the fabulous wing section front wishbones is a welcome bonus!"

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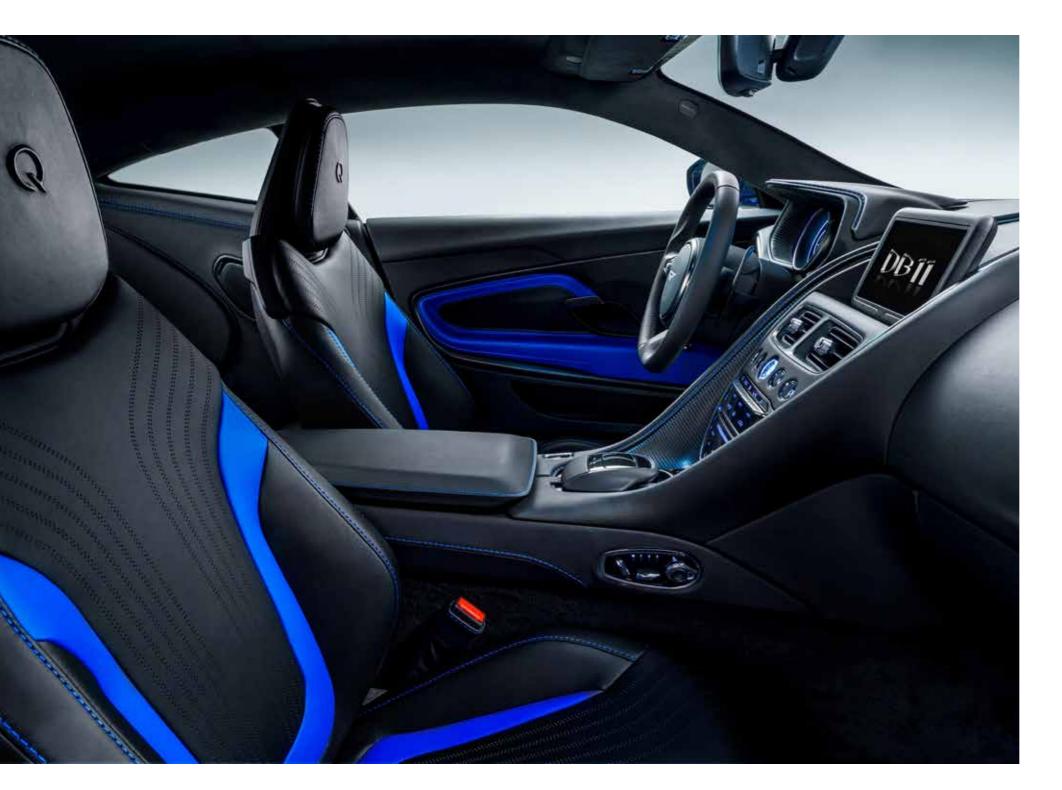
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A 360° view over the idyllic landscape of the Rhône, the Domaine gazes at the Jura and Salève mountains, giving a feeling of absolute fulfilment; a characteristic of memorable moments.

The house offers a setting which is ideal for the escape and delight of a romantic trip, or as the focus of a business seminar. From the kitchen garden to the terrace and the smoking room, through to the 12 rooms and the suite, warmth is perfectly orchestrated by the headwaiter Esteban Valle.

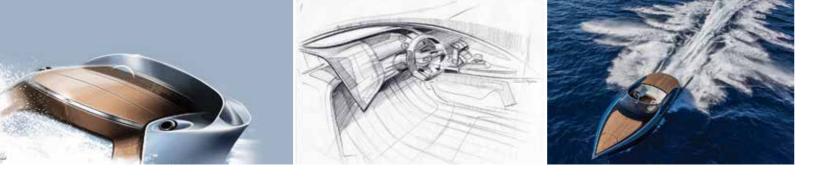
The 37-foot Aston Martin AM37 powerboat made its world debut at the Monaco Yacht Show today, marking the luxury British brand's entry into the nautical world. The new day-cruiser is offered in two versions with the AM37S expected to reach speeds of 50 knots. The AM37 is the result of two years of research and development, challenging the status quo of the nautical world and combining the best in innovative technology and bespoke craftsmanship. The AM37 was a true team effort, bringing in the most experienced Aston Martin designers to style and create a truly unique product.

ASTON MARTIN POWERBOAT **REVEALED IN MONACO**



Aston Martin's master craftsmen who worked on cars such as One-77, Aston Martin Vulcan and the new DB11, provided their automotive experience, which was reinterpreted onto the boat with outstanding results. Aston Martin's EVP & Chief Creative Officer, Marek Reichman and his design team collaborated closely with naval architect Mulder Design to ensure every element of the project was carefully considered. Sharing creative expertise and specialist skills, Quintessence Yachts engineered the Aston Martin design into an innovative powerboat for the yachting world. Reichman commented: "AM37 is a pure translation of the Aston Martin DNA into an entirely new maritime concept. The powerboat reflects our values in terms of power, beauty and soul. The most important attribute for Aston Martin is the design language and proportion, we have transferred this DNA into AM37. It was important to us when considering this project to make sure that the boat design was as beautiful and timeless as our cars, the AM37 is a striking boat with fantastic proportion and elegance."





The AM37 is a day cruiser that can be transformed into an overnight berth by transforming the table into a comfortable bed. The cabin is well appointed with mood lighting and air-conditioning. With a refrigerator, microwave oven and coffee machine - and a lavatory on board, absolute comfort is guaranteed. Crafted from the finest leathers, elegantly laid out rear seating is available for up to eight people.

The exterior of AM37 features dynamic proportions in a design that is simple, yet immaculately executed. The boat is set apart by the attention to detail in every element of its design. The wraparound windscreen has been created from a single piece of sculpted glass fluidly draped over the AM37's foredeck. With extreme double curvature it sets a new industry standard. Sliding deck technology allows owners to cover the cockpit of the boat completely at the touch of a button. The three lightweight carbon panels, operated by the AM37 key, fold under the aft deck when the cockpit is uncovered. An electro-hydraulic carbon fibre bimini top is stowed under the engine hatch when not in use and, extending from the aft deck, a swim platform allows for easy access to the water.

At the helm, the AM37's carbon fibre dashboard echoes styling elements from Aston Martin's most advanced sports cars. It includes fine leather with functional features, such as the steering wheel, throttle handles and joystick in polished metals. The boat's navigation, control monitor and entertainment systems are all integrated, with advanced multimedia functions. CEO for Quintessence Yachts, Mariella Mengozzi said: "It's been an exciting journey and we have relished partnering with Aston Martin on such a special project that blends craftsmanship with futuristic technology – the perfect mix for this unique powerboat. We took on the challenge to create a true revolution on the water and an extraordinary powerboat, and I'm delighted to present the AM37, a new way of experiencing life at sea".

The 37-foot model is available in two versions - the AM37 with an estimated top speed of 45 knots and a choice of two 370 hp Mercury diesel or two 430 hp Mercury petrol engines. And the AM37S version with an estimated 50 knots derived from its twin 520 hp Mercury petrol engines. Katia Bassi,VP of AML & Managing Director of AM Brands commented, "We are so proud to present the AM37, an exclusive powerboat for the yachting world. With this project Aston Martin, the icon of style and technological innovation, confirms its place as a top luxury brand. The Aston Martin Art of Living is a way of life that captures the very essence of the Aston Martin brand, and AM37 is a fine example of this philosophy.





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Aston Martin is proud to announce a creative collaboration with Triton Submarines LLC, the acclaimed manufacturer of state-of-the-art submersibles. Codenamed Project Neptune, the venture enables Aston Martin to further enhance and grow the brand into new aspects of the luxury world, with all the performance, beauty and elegance one has come to expect from the British margue.

Triton has unparalleled expertise in the design, manufacture and operation of submersibles for researchers, explorers and superyacht owners. Founded in Florida by L. Bruce Jones and Patrick Lahey, the team at Triton are committed to producing the safest and best performing, deep-diving submersibles in the world.

Project Neptune marries Triton's diving and operational expertise with Aston Martin's design, materials, and craftsmanship. Overseen by Aston Martin Consulting, the partnership has shaped a unique concept that will lead to an exclusive, strictly-limited edition vehicle. Project Neptune takes Triton's acclaimed Low Profile (LP) threeperson platform as a basis upon which to explore a new iteration of Aston Martin's progressive design language.

Aston Martin Executive Vice President and Chief Creative Officer Marek Reichman and his team have transformed Triton's compact LP platform, creating a vehicle with inherently beautiful proportions. 'Project Neptune is defined by its sleek, elegant exterior,' says Reichman.

www.astonmartin.com/projectneptune

'We have used forms and proportions that express the same devotion to design, engineering and beauty that shape our cars, such as the Aston Martin Valkyrie hypercar project.'

Patrick Lahey, President of Triton Submarines LLC said:"We have always admired Aston Martin. The marque represents a deeply held passion for technology, engineering and timeless, elegant design. From our first interaction, it was apparent that Triton and Aston Martin were natural partners and our complimentary values will be realised in this truly exciting project."

Aston Martin Consulting provides design, engineering and manufacturing services to select industries, distilling the brand's essence into exciting new projects without compromising Aston Martin's fundamental gualities. Aston Martin Consulting draws upon the exceptional skills of Aston Martin's design and engineering teams, creating credible partnerships that go beyond the automotive sector and yet still demonstrate the love of innovation, beauty and craftsmanship.

Aston Martin Consulting Managing Director, Bradley Yorke-Biggs said: 'Project Neptune is a flagship project for Aston Martin Consulting. It is a clear and engaging demonstration of how Aston Martin's expertise in sports car design and craftsmanship can be extended into new aspects of the luxury world."



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ASTON MARTIN PARTNERS WITH G AND G BUSINESS DEVELOPMENTS TO CREATE UNIQUE LUXURY RESIDENCES



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SALES RENTALS PROPERTY MANAGEMENT COMMERCIAL PREMISES JOHN TAYLOR FRANCE • 55 BOULEVARD LA CROISETTE • 06400 CANNES • TEL. : +33 4 97 06 65 65 • CANNES@JOHN-TAYLOR.COM CANNES • PARIS • SAINT-JEAN-CAP-FERRAT • SAINT-PAUL DE VENCE • SAINT-TROPEZ • VALBONNE WWW.JOHN-TAYLOR.COM Aston Martin is collaborating with global property developer G and G Business Developments on a unique waterfront real estate project at the mouth of the Miami River.Aston Martin Residences at 300 Biscayne Boulevard Way will be a striking 66-floor luxury residential tower featuring approximately 390 condominiums offering incredible panoramic views of Biscayne Bay and the Miami area.

G and G Business Developments, the luxury real estate branch of the Coto family, has a reputation for pursuing innovative projects with a clear vision which ensures the delivery of exceptional results. To this Aston Martin brings its ability to define luxury and exclusivity through craftsmanship, design and attention to detail, understanding the important balance between beauty and performance.



Aston Martin's design team, led by EVP and Chief Creative Officer, Marek Reichman, will design the interior spaces including the two private lobbies, the two-level fitness centre with ocean views and the full-service spa amongst other shared spaces in the development. When the development opens in 2021, seven penthouses and a duplex penthouse – all of which will enjoy private pools and spacious terraces – will be complemented by a range of luxury one to four bedroom condominiums.

These beautiful spaces will be encased in a bold sail-shaped building, an engineering masterpiece designed by Revuelta Architecture and Bodas Mian



Anger, renowned for creating landmark properties that are aesthetically pleasing and yet grounded in performance and purpose.

Katia Bassi,VPAston Martin and Managing Director AM Brands said: "For over a century Aston Martin has delighted in working with talented people who not only understand our ethos but embody it. G and G Business Developments are just such people and we are excited to be collaborating with them to create truly exemplary residences.

This remarkable new venture realises our long-term vision of entering the world of luxury real estate, and is a natural extension of the Aston Martin brand. We create beautiful cars for those who appreciate automotive fine



art, and we are excited to extend our expertise in design and craftsmanship into a project of this calibre. Such ventures enable us to further enhance and grow the brand into new aspects of the luxury world that appeal to both our existing and future customers."

German Coto, CEO of G and G Business Developments said: "I am particularly proud of this project and







our partnership with such an iconic British brand. We are working closely with the Aston Martin design team to create a stunning tower that will enhance and define the new Miami skyline. The collaboration is a beautiful mix of technology, style and elegance. I believe that together we can build a highly desirable place to live, setting new standards in both design and quality of life."

The Aston Martin Residences at 300 Biscayne Boulevard Way is part of a carefully curated collection of luxury projects and experiences within the Art of Living by Aston Martin portfolio taking customers beyond sports cars and expressing the company's design and cultural ethos into other products and experiences.

The brand's signature understated elegance, authenticity of materials and clean lines will be evident throughout and residents will experience the Art of Living by Aston Martin at every touch point. Highlight features will include doors with bespoke artisan Aston Martin handles, number plinths and kestral tan leather door tabs. Aston Martin designed reception desks featuring craftsmanship from the company's halo products will adorn each lobby, along with key design features in all shared areas, including a beautiful infinity pool located on the 55th floor. Residents of the new development will also be able to enjoy easy access to the turquoise waters of Miami via an exclusive yacht marina.

Reichman concluded: "As our first real estate project, we wanted to express the timeless style of Aston Martin through design elements and materials appropriate for an ultra-modern residential building. Our design team is providing the inspiration for a look and feel that will be truly Aston Martin." The sales centre for the Aston Martin Residences at 300 Biscayne Boulevard Way will open in March 2017 and the project will break ground during Summer 2017.





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220 Jungle Road Palm Beach

This Palm Beach Estate section 120' x 175' lot creates incredible opportunity to build new! The current home features 4 bedrooms, 3.1 baths and a separate garage apartment. Sit back and relax in the private backyard with mature landscaping and a sparkling pool. Offered at \$8,500,000



221 Oleander Avenue Palm Beach Just completed, this contemporary timeless 4 bedroom, 4 bath home is located one block from the ocean. Featuring top of the line finishes, fixtures and smart home technolog, security system and LED lighting. This is the only new construction home available in Palm Beach under \$4 million. Offered at \$3,995,000





162 Atlantic Avenue Palm Beach

Timeless sophistication and classic details blend with modern conveniences in a top-tobottom renovation of this 1926 Mediterranean Revival. This 4 bedroom, 3.1 bath features a private paradise with luxurious pool and luscious landscaping. Located on an ocean block near Worth Avenue. Offered at \$7,495,000

1405 Lands End Road Manalapan

This beautifully designed waterfront paradise boasts 6 bedrooms and 7.5 baths. The open concept chef's custom kitchen and family room make entertaining easy. Take the elevator upstairs to your enormous master suite and large balcony peering over the pool and Intracoastal. Offered at \$6,995,000

125 Park Lane E Hypoluxo

Enjoy waterfront living at its finest! This private direct Intracoastal 3 bedroom, 2 bath home has over 105' of Intracoastal water frontage allowing you to enjoy water views from almost every room. The spacious and open split floor plan is perfect for hosting family or friends.Offered at \$1,050,000

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Dinarobin Beachcomber Golf Resort & Spa



"Just before daybreak, before the light lifts the colours and shadows, nature offers a breath-taking sight. At the foot of the Morne Brabant, a few metres from my bungalow, lies the lagoon, still and patient, like a slate-grey eye. It takes you body and soul. The Arab sailors who first set eyes the island must have done so at the white hour of dawn. And they named it Dina Arobi: the silver island."

eighbour of the Paradis Beachcomber, the Dinarobin Beachcomber Golf Resort & Spa shares with its elder brother not only a splendid golf course but also all the treasures nature has to offer: the coast of the Morne Brabant peninsula, the bald and mysterious mountain of the "maroons", outlined by a strip of sand so white it looks like icing sugar. Dispersed in a 20-hectare garden, the bungalows, apartments and villas are spread out around attractive slate swimming pools, where the cautious shadows of birds flit to and fro. Each space in the park has its secret. Here the tecoma with its large leaves and the plumage of the cardinals which veers towards purple as summer draws nigh. There the giant mango tree which shades the hottest hours. Further on, beds of tradescantia, luminescent under the sun's rays, mark out the entrance to your villa.

The décor has colonial accents with the wood frames and floorboards, the ochre façades and the sugarcane stalks covering the roofs. The frangipani and Indian almond trees diffuse a subtle perfume that blends with the strands of water in the cascade of pools. But it admits defeat and accepts it must dissolve – like you! – in the lagoon. The sea breeze beckons you to come and swim. And when you get out of the water, its softness envelops you like a silk mantle. At the Dinarobin Beachcomber, the Indian Ocean is always ready to steel the limelight from the 18-hole golf course or the ultra-sophisticated sports facilities. Big-game fishing, kite-surfing, deep-sea diving among the corals and the dolphins, a trip around Crystal Rock... Eternity is not enough.

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« Juste avant le jour, avant que la lumière ne soulève les ombres et les couleurs, la nature offre un spectacle sans pareil. Au pied de la montagne du Morne, à quelques mètres de mon bungalow, le lagon, immobile et patient, ressemble à un œil d'ardoise. Il vous prend corps et âme. Nul doute que les navigateurs arabes qui les premiers aperçurent l'île, la découvrirent dans l'heure blanche de l'aube. Ainsi ont-ils donné à l'île le nom de Dina Arobi : l'île d'argent. »

• omplice et voisin du Paradis Beachcomber, le Dinarobin Beachcomber Golf Resort & Spa partage avec son aîné, outre un splendide golf. tous les trésors de la nature : la côte de la péninsule du Morne Brabant, la montagne des « marrons », rase et fantomatique, soulignée par une ligne de sable si blanc qu'on la croirait de sucre glace. Dispersés dans un parc d'une vingtaine d'hectares, les bungalows, appartements et villas sont répartis autour de jolies piscines en ardoise, où filent les ombres frileuses des oiseaux. Chaque espace du parc a son secret. Ici le tecoma au large feuillage et au ramage des cardinals dont les robes s'empourprent l'été venu. Là, le manguier géant où s'écoulent les heures les plus chaudes. Plus loin, des massifs de rohéos, luminescents sous les dards du soleil, soulignent l'entrée de votre villa.

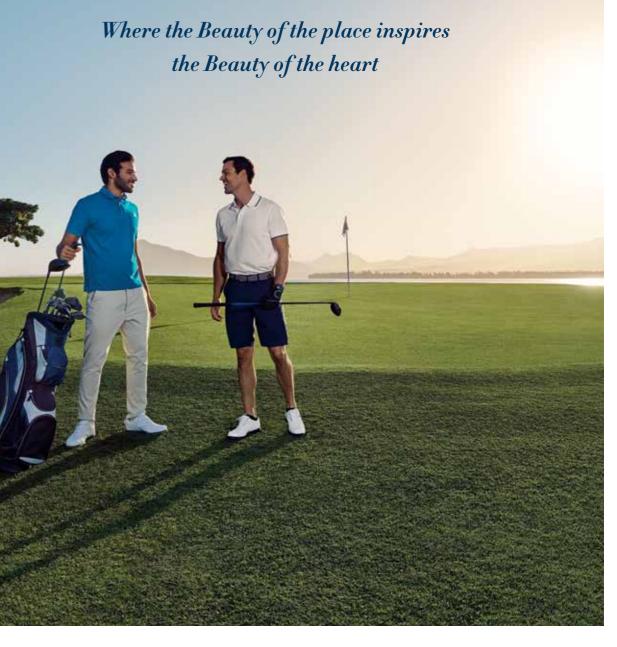
Le décor a des accents coloniaux, avec le bois des charpentes et des varangues, l'ocre des façades et les tiges de cannes qui recouvrent le toit. Les frangipaniers et les badamiers diffusent un parfum subtil qui se prend dans les tresses d'eau des bassins en cascades... Il doit pourtant renoncer et accepter de se dissoudre – comme vous ! – dans le lagon. Venant du large, la brise iodée invite à la baignade. Et, lorsque vous sortez de l'eau, sa douceur vous enveloppe comme un manteau de soie. Au Dinarobin Beachcomber, la mer des Indes est toujours prête à voler la vedette au golf de 18 trous, comme aux installations sportives ultrasophistiquées. Pêche au gros, kite-surf, plongée sousmarine parmi les coraux et les dauphins, virée autour du Crystal Rock... L'éternité ne suffirait pas.





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Since 1635, several Master Watchmakers have followed on and the brand's reputation soon crossed the borders of Switzerland while retaining its base in Geneva.

Its international prestige has been reinforced by its presence in Paris in the 18th century and in London in the 19th century.

In 1635 in Geneva, the first Master Watchmaker in the family, Pierre III Badollet, created a unique expertise which has, along with the different masters of the Badollet dynasty, come down through the centuries.

In perpetual motion, subtly combining tradition and innovation, the Badollet Company is re-writing the past, the present and the future of exceptional top-of-the-range watchmaking.



BADOLLET WATCHES ARE WORN BY THOSE WHO APPRECIATE THE RARE AND THE EXCEPTIONAL.

badollet-intl.com

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COLLECTORS ITEMS

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Top Swiss watchmaking reaches a high level of perfection and refinement: great sophistication, flying tourbillon (free-working), rare and precious materials...

Single push Chronograph, Métiers d'Art, Meteorite main plate, Minute repeater, the execution of all the BADOLLET mechanisms is meticulously finished. Badollet's personal services place a high degree of importance to the maintenance of the timepieces once delivered and to insure that they live for a very long time.



For several centuries the Badollet dynasty has inspired generations of Master Watchmakers who create the rarest pieces most sought after by those who know how to be unique and different.



- EVERY DAY BADOLLET WATCHES
- Badollet will launch during 2018 a new collection of watches for every day use:
- Ladies and men strap watch equipped with a mechanic or automatic movement. Standard or



personalised dial. Neckless watch with a standard or personalised dial. This piece may become a jewellery watch on request. Pocket watch equiped with a mechanic or automatic movement. Its sober dial may be personalised as well as engravements on and in its case.

BADOLLET'S ANTIOUE AND PRIVATE COLLECTION Badollet owns a lovely private collection of antique and more recent timepieces. Appreciated private visits and events are organised in the showroom located in the heart of Geneva during which timepieces are presented. (*Le Triomphe d'Amphitrite*, 1710)

BADOLLET MAINTENANCE REPAIR AND **RESTORATION SERVICES**

Badollet insures the maintenance repair and restoration of antique BADOLLET timepieces. Certification and price range estimation may be provided on request.

ROLLS-ROYCE MOTOR CARS GENEVA

COLOR & MARY

Pegasus Automotive Group Magazine





Pegasus Automotive Group Magazine 103

EFFORTLESS EVERYWHERE: THE ROLLS-ROYCE CULLINAN

When Rolls-Royce announced three years ago that it would launch Cullinan, it did so in the knowledge that its customers around the world had asked it to build "The Rolls-Royce of SUVs", with luxury, performance and usability not seen before in the SUV market. Many of these customers were younger, very successful high-net-worth individuals who are heavily engaged in the experience economy, and wanted a Rolls-Royce that would take them to the ends of the Earth in ultimate luxury.

"The super-luxury lifestyle is evolving and Rolls-Royce is in the lead. Luxury is no longer an urban concept. More and more it is about embracing and experiencing the wider world. Our customers expect to go everywhere in luxury, effortlessly and without compromise, conquering the most challenging terrain to enjoy life's most enriching experiences, wherever they may be. For this reason, they have asked us to create a Rolls-Royce that offers uncompromised luxury wherever they dare to venture. Cullinan is that car. It is Effortless, Everywhere.

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

Automotive mobility has always been a fast moving and dynamic business, with new concepts – such as SUVs – appearing with great regularity. But those new concepts need to be perfected in order to be adopted by those customers who will accept no compromise – the patrons of true luxury. Hence the Rolls-Royce Cullinan.

The state

"History set our precedent, and today Rolls-Royce answers its call to action," comments Müller-Ötvös. "Our answer to the visionaries, adventurers, explorers and those who believe in the supremacy of liberty is the Rolls-Royce Cullinan."

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What is Cullinan?

The Rolls-Royce Cullinan is Rolls-Royce as it's never seen before. When Sir Henry Royce said, "Strive for perfection in everything you do. Take the best that exists and make it better. When it does not exist, design it", he could have had Cullinan in mind.





It was clear that these new, younger and more adventurous customers wanted a Rolls-Royce that would take them completely off the beaten track and reward them with life's most enriching experiences. What they didn't want was a vehicle as ubiquitous as an SUV with compromises such as increased cabin noise due to the "two-box" formula; shared platforms that affect performance and comfort; the choice of being good either on-road or off-road; or a lower, more featureless SUV that blends in and becomes just another car.





"Cullinan is luxury in its purest form blended with perfect practicality and off-road capability," comments Müller-Ötvös. "Effortless, Everywhere is not just the promise behind Cullinan. It's the fact." Making luxury Effortless, Everywhere engendered an evolution in Rolls-Royce's approach to creating an authentic Rolls-Royce SUV. The most obvious sign of this was the radical rear of Cullinan.



For the first time a Rolls-Royce has an opening tailgate, called 'The Clasp'. In a nod to the era when luggage was mounted on the exterior of the motor-car, so the occupants did not travel with their belongings, the rear profile of Cullinan is a two-part, 'D-Back' format, with the bustle denoting the place of the luggage. 'The Clasp' opens and closes in its two sections automatically at the touch of the key fob button.

The rear passenger compartment of Cullinan has been designed to offer the best seat in the house for the owner's particular needs. Two rear configurations are offered – Lounge Seats or Individual Seats. The Lounge Seat configuration is the more functional of the two options. With space for three passengers in the rear, it will likely be more attractive to families. The rear seats also fold down – a first for Rolls-Royce.

The seats fold electronically in a number of configurations by pressing the appropriate button in the boot or rear door pocket. One press sees each backrest effortlessly fold down, whilst at the same time moving the headrests upwards to avoid making an imprint on the seat cushion. Both seat backs can be folded completely, creating a flat load area or in a 2/3 and 1/3 split, increasing practicality even further. Rear passengers can still travel with a long load, or use the carpeted seat back as an occasional table on which to rest their precious personal items. For those who intend to transport large items back from their adventures, the rear of Cullinan offers a large amount of space in different arrangements.

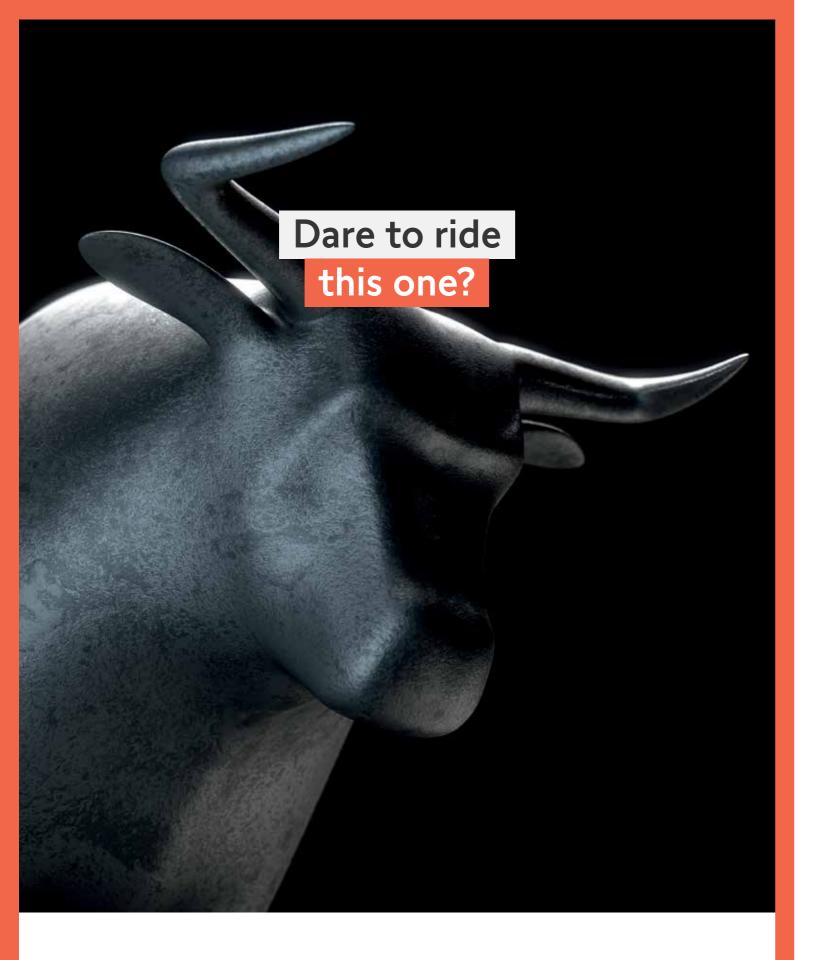
The rear compartment or boot area offers a standard 560 litres of space, growing to 600 with the parcel shelf removed. Furthermore, the base of the rear seats sits higher than the boot floor, so even with both rear seats folded, the items in the boot cannot slip forward and are safely contained, unlike in any other SUV. But for those wishing to carry a long item back from their trip – whether it be a Mark Rothko from the Art Gallery or a newly discovered artefact from the latest archaeological dig – a loading length of 2245mm and load capacity of 1930 litres is accessed by electronically raising the boot floor to meet the seat base, allowing the item to slide through effortlessly.

Rolls-Royce's investment in making the rear of Cullinan effortlessly and ultimately practical has the side benefit of offering a loading length longer than a Range Rover Vogue Extended Wheelbase. A very practical Rolls-Royce indeed. Knowing that the Rolls-Royce customer expects to bespoke his or her Cullinan, a second rear configuration is offered.

The Individual Seat configuration is for those who value the ultimate luxury an SUV can offer over practicality. The two individual rear seats are separated by a Fixed Rear Centre Console incorporating a drinks cabinet with Rolls-Royce whisky glasses and decanter, champagne flutes and refrigerator. The seats also move in a number of planes to offer ultimate comfort whilst travelling in the rear.

One final feature brings Rolls-Royce's ultimate level of luxury to this configuration of Cullinan, creating the first truly "three-box" SUV. Inspired by the age when one never travelled with one's luggage, a glass partition isolates the passenger cabin from the luggage compartment, creating an inner ecosystem for the occupants. In addition to enhanced and class-leading silence within the cabin, a further benefit becomes clear in the hottest and coldest of environments. Thanks to the sealed cabin created by the glass partition wall, the occupants can remain in the optimum temperature even when the luggage compartment stands open.





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THE NEW ROLLS-ROYCE PHANTOM

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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

From the moment Sir Henry Royce introduced the Rolls-Royce Phantom in 1925 it was judged 'The Best

- 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.





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 guieter 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.

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.





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Fert & Cie is set in a beautiful building dating back to the early twentieth century, distinctive in design and architecture, featuring large spaces (1,350 square meters) bathed in natural light from a glazed roof, unexpectedly isolated in a neighborhood of high-end dwellings. In just a few years, Espace FERT has become a must for travel lovers in Geneva.



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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 highgloss 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



40I BBS



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.

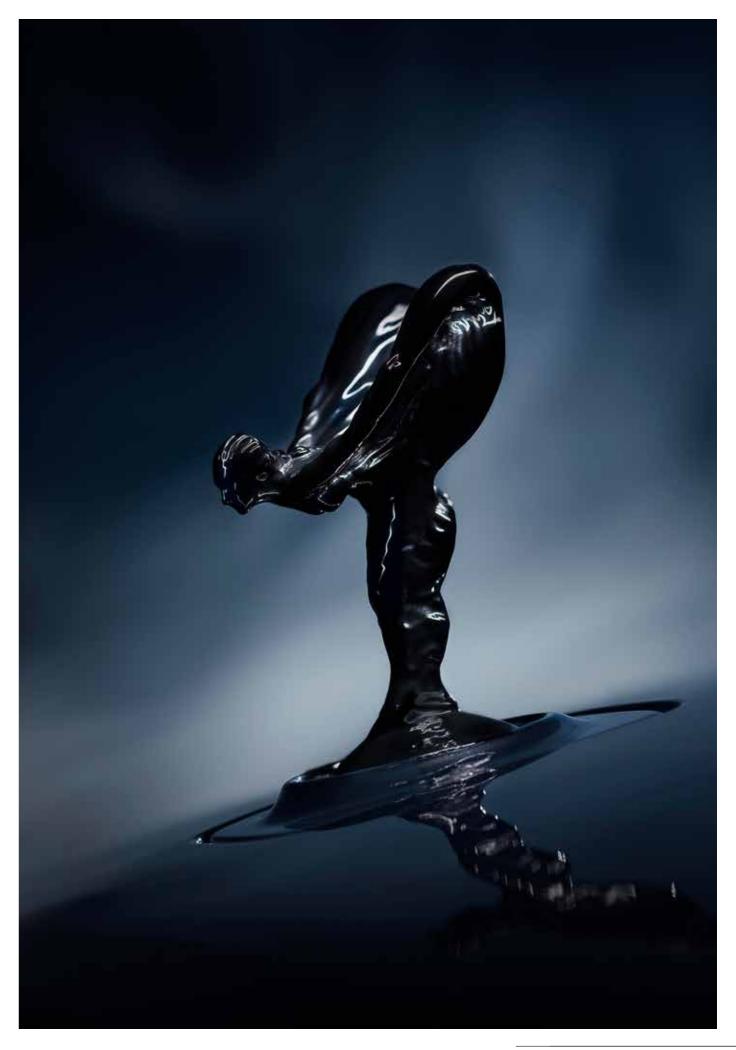
A final touch, again, in a nod to one of Rolls-Royce's great pioneer patrons, Sir Malcolm Campbell, finishes the rear interior space. His famous 'Infinity' rating logo beautifully embroidered into the car's rear waterfall, gives a subtle nod to a man very much possessed of the restless spirit that so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

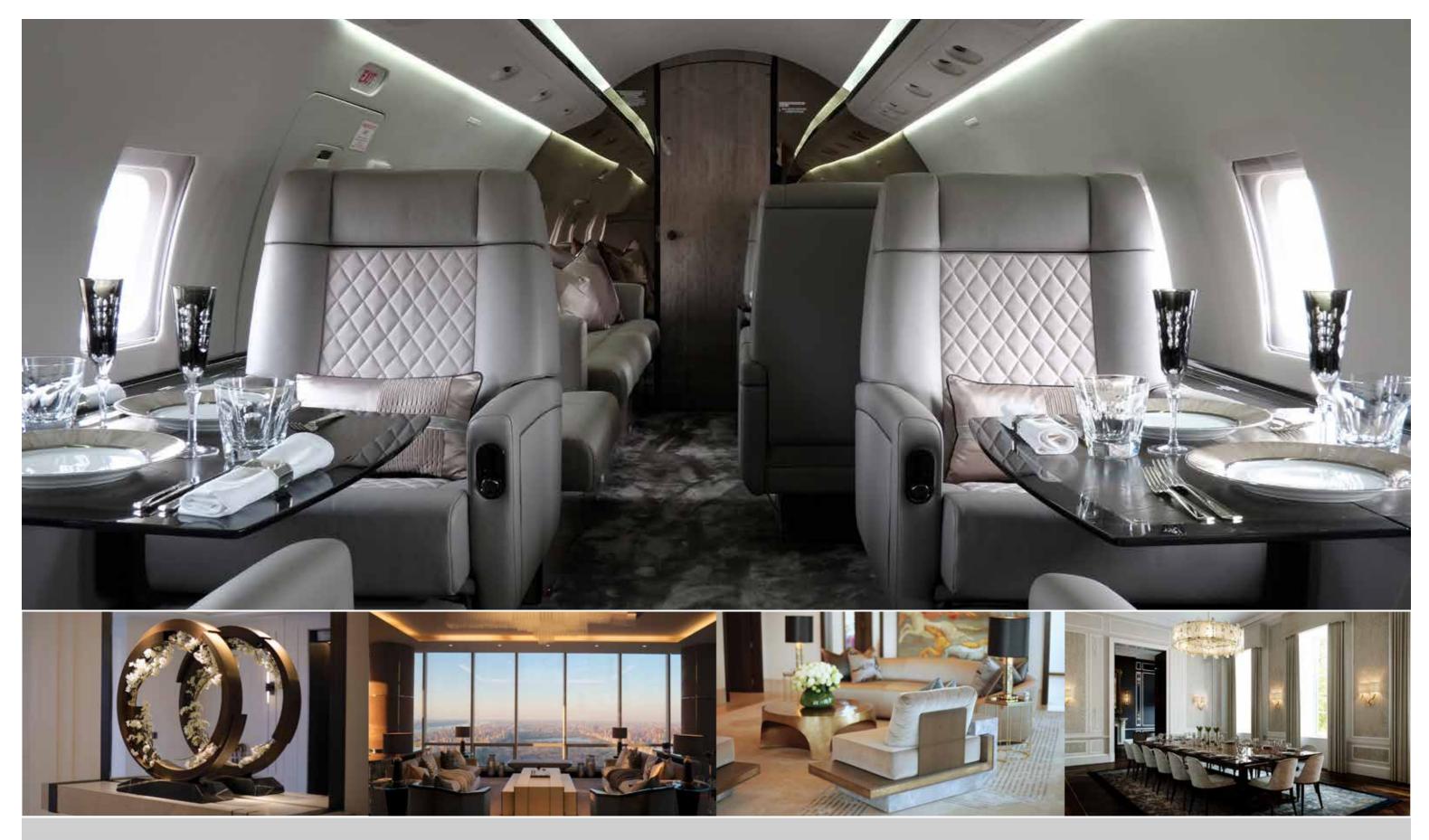




magnificent 6.6 litre twin-turbo V12 to generate an extra 30bhp over the car's already ample 563bhp, bringing the total to 593bhp. That hallmark sense of one infinite gear is also given bolder expression with the addition of a further 20NM of torque available from 1,500rpm, bringing the total to 840NM.

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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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HBS 709

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.







The iconic Oxford style Made in England using the finest European calf & calf suede











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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The most powerful Rolls-Royce ever – with added attitude. Wraith Black Badge is an intoxicating new incarnation of luxury. An athletic prowess. An irresistible aura. And enhanced handling that lets you relish every stretch of road. Step into the night, and find out what happens when you embrace your darkest side.



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.

WCB 89



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.





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ROLLS-ROYCE TAKES BESPOKE TO NEW HEIGHTS WITH 'WRAITH LUMINARY COLLECTION'

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Oxford English Dictionary definition Luminary: 1) A person who inspires or influences others, especially one prominent in a particular sphere. 2) A natural light-giving body, especially the sun or moon. In a bold expression of dynamic luxury, Rolls-Royce unveils the Wraith Luminary Collection. Inspired by those who lead where others follow, the Wraith Luminary Collection will light the way for the luxury trailblazer:

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In response to an ongoing global demand for Rolls-Royce Collection Cars, the marque has created a Limited Collection of just 55 of these spectacular Wraiths. These motor cars join the highly exclusive ranks of collectible Bespoke masterpieces, envisioned by the Rolls-Royce Bespoke design team and collected by Patrons of true luxury all over the world.

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Torsten Müller-Ötvös, Chief Executive Officer, Rolls-Royce Motor Cars, commented, "Wraith Luminary is a stunning Collection Car. It speaks directly of our contemporary Rolls-Royce brand - progressive and trailblazing; the pinnacle in hand-crafted luxury. This is a motor car that celebrates visionaries who achieve eminence in their respective fields. Indeed, this collection is for the world's luminaries. The heady shade of the golden hour's sunrays inspire this newly developed exterior paint, Sunburst Grey. One is met by a flat grey that enlivens when awoken by the sun, rich copper tones, emitting a deep emotive warmth. Further intrigue is added by a hand-painted Sunburst Motif coachline, hand-painted Wake Channel Lines on Wraith's bonnet and pinstripes applied to the wheel centres, each in Saddlery Tan, bearing reference to the colourway of the interior leather.

Energy courses through this highly charged edition of Wraith. On opening the coach doors, one is met by a statement of modern luxury, as light flows from the front into the rear passenger compartment. The Collection's defining feature, Tudor Oak wood, sourced from the forests of the Czech Republic, selected for its depth of colour and the density of the grain structure, is for the first time, illuminated. The light of 176 LEDs permeates through an intricately perforated design in the unique Tudor Oak veneer, allowing a mesmerizing pattern, reminiscent of the trailing light of a shooting star, to luminesce at the touch of a button. Linked to the controls of the starlight headliner, the cabin's veneer surrounds Wraith's occupants in an ambient glow of light.

Speaking of shooting stars, the Rolls-Royce Bespoke Collective, a talented group of engineers, designers and craftspeople located at the Home of Rolls-Royce in Goodwood, West Sussex, have brought further theatre to the cabin of Luminary in the form of brilliant shooting stars. The prized Rolls-Royce starlight headliner, a handwoven configuration of 1340 fibre optic lights which act as a glittering night sky, takes a bold new step as it incorporates shooting stars into the constellation; a playful display of light that creates wonderment and awe for the car's passengers.





Taking nearly 20 hours to configure, eight shooting stars fire at random, predominantly over the front seats, in recognition of Wraith's owner-driver appeal.

Wraith Luminary's cockpit is trimmed in Saddlery Tan, though the rear seats contrast in Anthracite leather, thus highlighting the prominence of the driver's position. Contrast piping and stitching masterfully marry the front aesthetic to the rear. Alternatively, a more dramatic contrast can be selected by specifying Seashell coloured leather in the rear, both of which will be perfectly coalesced by the inclusion of a two-tone steering wheel.

The Rolls-Royce Bespoke Collective continually seeks inspiration from external trends and influences. In a progressive step, the application of hand-woven stainless steel fabric, a highly contemporary and innovative new technique in luxury craft, is appointed to the central transmission tunnel and door panniers, contrasting the Tudor Oak wood and Saddlery Tan leather.

Incorporating strands which are 0.08mm – 0.19mm in diameter, this technical fibre is woven in a pattern oriented at precisely 45 degrees, to complement the lines of the interior and provide a uniform appearance throughout the passenger compartment when viewed from either side. Taking three days to produce in a 'clean room' environment, the fabric is manipulated to cloak the centre console, modified from use in an industrial environment to create a finish befitting the interior of a Rolls-Royce motor car, refracting the light of the unique illuminated paneling in the doors.

As a final touch, the car's tread plates bear the provenance of this unique collection. 'WRAITH LUMINARY COLLECTION – ONE OF FIFTY-FIVE' is engraved in hand-polished stainless steel.

Since its incarnation, Wraith has long attracted the patronage of visionaries – drawn to the intoxicating promise of near unlimited power and it's hauntingly rakish fast-back design, a true gentleman's gran tourismo fabricated par excellence. The remarkable success of Wraith in attracting a new generation of drivers to the marque is reflected in this distinctive motor car's masterfully incorporated, innovative expressions of pure luxury.

Rolls-Royce is Bespoke.



Pegasus Automotive Group Magazine 15

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

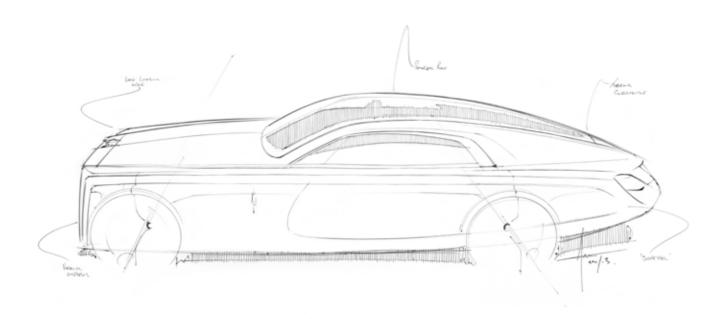
When, approximately one year ago, Rolls-Royce presented 103EX to the world, it invoked its coachbuilding heritage to inspire its future clientele. This Vision Vehicle envisaged a world of completely personal luxury mobility where new technologies would allow every Rolls-Royce to be designed in their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

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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. 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, Rollscloth 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



margue 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 stern. 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' it 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.



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





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.



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.



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.



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TRUE LUXURY IS PERSONAL: ROLLS-ROYCE MOTOR CARS' YEAR IN BESPOKE





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.



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 margue'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 margue's patrons when creating truly unique Bespoke commissions.

The 'Blue Magpie' Phantom Drophead Coupé

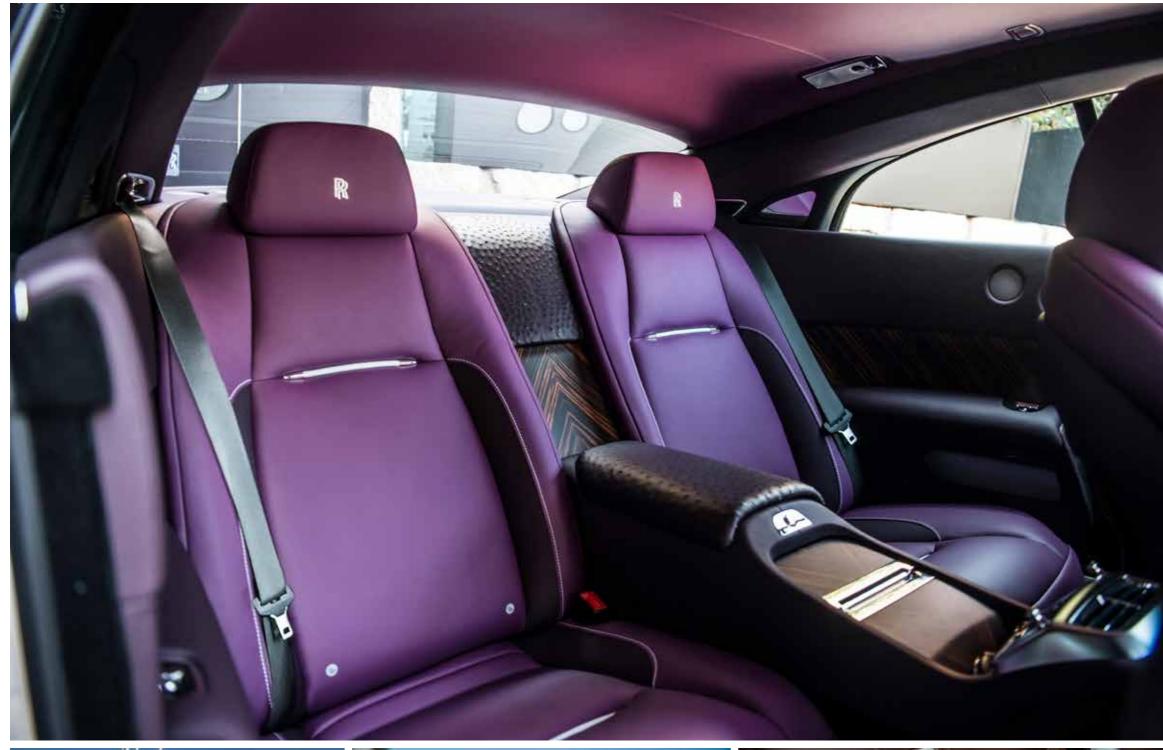
Cultural emblems and stories so often inform the vision of the marque's patrons, as beautifully displayed in this commission by a gentleman in Taiwan. This elegant Phantom Drophead Coupé was one of the very last built and incorporates a number of Bespoke features of regional significance. The exterior 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





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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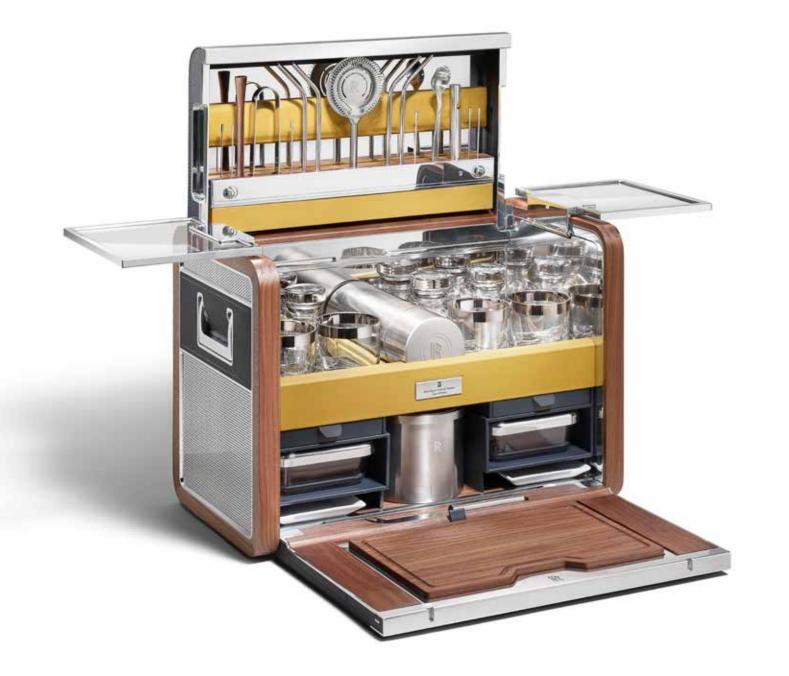
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When our designers and craftspeople at the home of Rolls-Royce in Goodwood, England, channelled their skills into creating a picnic set, the result always promised to be exceptional. In total, more than 1,500 hours went into honing the four person picnic set, which is handmade to order.

The result is a hamper made from the finest oiled teak, hand polished aluminium and saddle leather. Ingenious touches include perforated side panels to assist with airflow while offering the solidity of a trunk. Folding carry handles are integrated into the sides making the hamper comfortable to lift. Attention to classic Rolls-Royce detailing is reflected in the hidden magnetic retention of the bread knife.

A FITTING TRIBUTE TO CRAFTSMANSHIP AND QUALITY...

Beautifully designed into substantial and wear-resistant pieces by Rolls-Royce's Bespoke Studio at Goodwood, the leather exudes a reassuring aroma of tannins created by the mix of bark, wood and berries used to stabilise the pigment. Nestling neatly into the Phantom's luggage compartment. This superb range is finished with subtle Rolls-Royce detailing inside and out, including monogrammed catches and embroidered lining. This is, quite simply, the last word in luxury luggage.

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Wrait ion of





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. TOP LAW FIRM 2017 BILANZ & LE TEMPS

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KRISS is ready to cruise anywhere in the world. She has more than a transatlantic range capability.

Year: 1911 Refit: 2017 Designer: J.H.F. Rogers Builder: Abeking & Rasmussen Type: Displacement Motor Yacht Length: 45.00 metres Beam: 7.47 metres Speed: 12 to 14 knots Number of cabins: 5 for up to 12 guests





After owning, restoring, rebuilding or recreating a number of ATLANTIC's dimensions are simply incredible; she measures famous yachts, Dutch yachtsman Ed Kastelein built on his vast 65 m overall, 56 m over deck and 42 m at waterline. Her experience and has once again constructed a yacht that no-one thought would ever sail again. Her original lines were honoured to the finest detail and her sail plan is identical to that of her victorious 1905 Transatlantic Race which made her immortal in yachting history. Above all, she is again breathtakingly beautiful, turning heads wherever the wind takes her.

by New York Yacht Club member Wilson Marshall, and was launched in 1903.

graceful sheer line and long overhangs accentuate her grace. Thanks to her spars which tower some 45 meters above the waterline and support a staggering area of 1,750 m² of sail, she performs unmatched speed under sail.

Designer: William Gardner Builder: Van Der Graaf BV - The Netherlands Type: 3-Mast Schooner Length: 64.50 metres Beam: 8.85 metres Sail area: 1,750 m² Number of cabins: 6 for up to 12 guests

121" Ed Dubois DAMAHWIL

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DAMAHWIL is a fantastic Ed Dubois Design sloop. She is extremely elegant and comfortable.

She is also a true ocean going sailing yacht. Her owner sails her around the world with only 2 professional crew thanks to her very reliable system which makes her extremely seaworthy and easy to manoeuvre.

She has not been used heavily and having undergone a complete refit in 2017 which included a complete new paint job and new standing rigging, she is in spotless condition and ready to go again

Beam: 8.38 metres

SPAIN Palma de Mallorca

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OCEAN SAPPHIRE is a luxury motor yacht designed by world-renowned architect Sir Norman Foster and built by the Italian shipvard Rodriguez Cantieri Navali.

She has four deck levels, offering more exterior and interior space than any other yacht in her category. Special attention has been paid to the quality of light and the views from all areas of the yacht, including the Master suite's two private balconies. The interiors have been furnished with great attention to aesthetics, practically and luxury. Taking advantage of the floor-to-ceiling windows and panoramic views, a sense of continuity between the exterior and interior spaces has been intuitively created.

Year: 2010

Designer: Foster and Partners Builder: Rodriguez Cantieri Navali Type: Signature 40 Aluminium Displacement Motor Yacht Length: 41.00 metres Beam: 8.40 metres Speed: 12 to 16 knots Number of cabins: 5 for up to 12 guests



Number of cabins: 5 for up to 10 quests

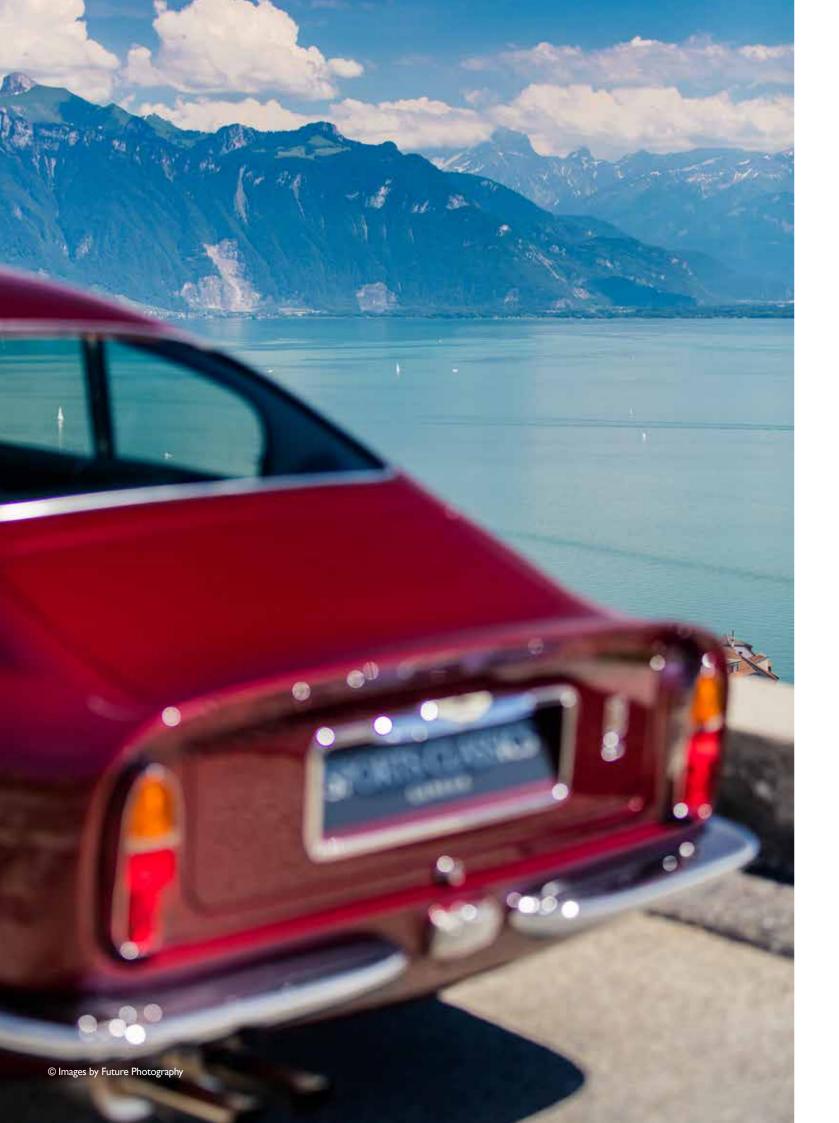
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BIG BOYS (AND GIRLS) NEED BIG TOYS

In this period of high risk and low returns, classic cars, together with quality real estate, constitute a good investment. A good financial investment? In many cases. But in all cases, an investment in funproducing capacities. Because looking for, owning, maintaining and driving a classic car is a lot of fun. Each aspect of it is. First you have to look for the car. The hunt. Learn about the model, talk about it, see a few, discover their history and finally decide "this is the one!".







But why are you looking for that specific model? Maybe because you think it is one the value of which will most appreciate, or (and I hope this is your drive) because it means something to you personally: a car you have been admiring since you were a child, a car owned by someone you looked up to, a car associated with an important event, a car that was a technological breakthrough at the time, a car your father aspired to, or the car you should never have sold in the first place. A car you could not afford when it was new, or a car you could not even drive when it was new! A car that makes you feel good and proud when you look at it.

A classic car will take you back to the times when cars were important, meant something, when cars enabled a certain lifestyle that people longed for: a better life, mobility, adventure and freedom. In those days, the journey was at least as important as the destination. Today, a modern car simply takes you to a destination, with mechanical ease, but little emotion.

Classic cars are more beautiful too, because designers had less regulatory constraints, and were more free to express new technological prowess. Owning a classic car gives its keeper some pride in maintaining the car in perfect condition, in being its custodian for a period of time, taking good care of it before it is passed on to someone else eventually.

Driving a classic car creates an emotional experience, the feeling to be connected with the machine, the satisfaction to find the proper technique to start it, to change gears, to brake, to steer it, etc. It is a challenge that will bring a smile to the driver when he gets it right.

Then there is the pleasure of sharing the passion. Nice people and nice cars go together. There is a lot of satisfaction generated by sharing bits of knowledge (sometimes very esoteric!) with other enthusiasts, about the shape of a wing or a headlight, an overhead carn, or the specific model year when that split window was abandoned. The more knowledgeable your discussion partner is, the more pleasure you will experience!

To a certain extent, one does not need to love cars to appreciate classic cars, interest in engineering or design, or art or history will bring enthusiasts together:



The development of the internet that improves access to parts, knowledge and tips, and to specialists' websites, has certainly facilitated the interest in classic cars, making it more approachable and reassuring. And now manufacturers are offering the possibility to get the classic car you have been dreaming about as a "new" car. Completely restored by the manufacturer, in many cases at the original factory:

Aston Martin Works, BMW Classic Center, Ferrari Classiche, Jaguar Land Rover Classic Works, Lamborghini Polo Storico, Mercedes-Benz Classic Center and Porsche Classic are all examples of this new activity.

Now is the time, do not postpone the fun.

Georges Kiener Managing Partner BARNES Swiss Licensing



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FROM PASSION TO POWER

Sweden is a country blessed, and built, with world-class engineering. The country's fighter jets have always been at the forefront of technological development.

Sweden's transport industry has long been synonymous with exceptional quality and safety, whether it be Christian took the Koenigsegg CC prototype to the trucks, busses, passenger vehicles or even the many Cannes Film Festival in 1997 in order to assess interest small, specialist engineering companies working with in the vehicle concept. The reaction to the car was the tuning and building of world-class rally cars. It overwhelming and the first international contacts was against this backdrop that a young Christian von were established. Christian felt reassured as he pushed Koenigsegg followed a dream and launched his own towards commercial production. car company in 1994. His sole mission: to create the perfect Supercar. Of course, this was at a time where the FROM THEN TO NOW Thanks to Christian's unique drive and vision, both his Supercar was considered to be somewhat of a dinosaur, a temperamental relic from a bygone era. The world cars and company continue to move at record speed. was at the end of a recession that had hit the sports car In a relatively short period of time, Christian and his industry hard. To Christian, however, it was a calling. He team have become experts in their field, challenging a cared little about the state of the global economy or the decades-old supercar establishment. obstacle that it might represent in the minds of others. He was busy fulfilling a dream. Rather like his cars, Christian's company moved

THE START-UP

After the Chip Player and Click disappointments, and amidst the general boredom of running his import/export company, Christian decided that instead of chasing after the perfect business idea, he would follow his heart. He would build his dream car. Christian understood that it was virtually impossible and that many had failed before him. But to him, it was a mission - to create the perfect car with no compromises, no limits, and no fear of failure.

In 1994, at the age of just 22, Christian launched the Koenigsegg car company and set about creating what he believed to be the ultimate car, one for which no technical solution was deemed too difficult.

Today, Koenigsegg has a full R&D department with state-of-the-art equipment to call upon. In those early days, however, Christian had to make do with self-belief, imagination and determination in order to create the first working prototype. Christian sketched the initial technical layout of the car himself and together with a small team working for meager wages, hand-modeled all components for the vehicle. The prototype was completed in 1996 just two years after the project began.

The Koenigsegg CC prototype boasted a unique carbon body with a detachable roof. Despite very limited resources, the chassis, suspension, brakes, wishbones uprights and many other items were all custom designed for the car by Christian and his small team. The car was completely original and received a lot of attention as a result. Today, 18 years after it was first built, the car still drives perfectly!

STEALING THE SHOW

at a record pace. In 2002, Koenigsegg began series production of the CC8S model, a car that was fully homologated and crash tested for the European market. Amazingly for a startup company, Guinness gave the CC8S the title - The world's most powerful production car ever, and Jeremy Clarkson - Mr. Top Gear – named the CC8S his favorite supercar in fierce competition. It proved to the world, that, indeed, it is possible for a passionate, dedicated young man to rival the old, established supercar brands.

In 2005, the Koenigsegg CCR became the fastest production car in the world, beating the nine-year-old Guinness World Record set by the McLaren F1. In 2006, the Koenigsegg CCX took the Top Gear lap record with a time that wasn't beaten for over two years.

The Koenigsegg CCXR was the first 'green' Hypercar in the world, designed and calibrated to run on E85 and E100 biofuel, as well as normal gasoline. This was truly ground breaking at the time as the sportscar industry did not at all focus on the "green" aspect. Today, Koenigsegg keeps on setting new records - see records - and employs around 70 full-time staff, plus consultants. Everyone works under Christian's direct guidance. Each and every Koenigsegg is created and meticulously assembled by a tight-knit group of automotive artisans to the highest possible standards, under Christian's watchful eye.







The new Agera RS pushes the boundaries and takes the Agera to all new levels of performance.

The new Koenigsegg Agera RS has its focus set firmly on the track but is still perfect for regular use on the road. It uses advanced technology developed during our exclusive Koenigsegg One:1 program, while maintaining all the functionality of previous S and R models.

Such practicalities include a usable luggage compartment and a detachable hardtop that can be stowed internally for top-down motoring at any time. These include: advanced lightweight sound insulation, an all-new front splitter optimized for the track, front winglets, side skirts, advanced dynamic underbody flap system and a dynamically active rear spoiler for added down force (now up to 450 kg at 250 km/h).

The RS also features improved side air outlets behind the front wheels, increased power and a raised rpm limit.



Even with all this added functionality and equipment, we have still managed to lower the curb weight compared to the Agera S and R models, thanks to the use of advanced composites and layup techniques developed during the One:1 program.



Optional Equipment

On top of the standard equipment, the Agera RS also offers the option to choose the Koenigsegg active and self-levelling chassis package, 3G connected Pre-Active chassis setups, alternative aero packages, active sound cancellation and much more. The engine – as with the previous Agera S – has been optimized for regular pump gas and now puts out an incredible 1160 bhp on regular petrol. That's an astonishing 232 bhp per liter with perfect reliability.

Sustainable Fuel Options

In certain markets, the Agera RS can also be configured to run on E85 for even higher power levels, while the engine management system offers the ability to adjust on-the-fly to any fuel mix at any given time. The Agera RS is the ultimate in road and track versatility. It offers the most extreme performance available today and yet is fully road legal, complying with safety standards and other necessary homologation requirements worldwide. The RS will be handcrafted in only 25 examples, with 10 pre-sold prior to the first showing.



THE REGERA – A NEW ERA

The new Koenigsegg Regera is specifically designed to be a luxury Megacar alternative to Koenigsegg's traditional extreme, light weight, race-like road cars.

The Koenigsegg Regera combines a powerful twin-turbo V8 combustion engine with three electric motors and cutting edge battery power via new powertrain technology called Koenigsegg Direct Drive. This revolutionary technology removes the traditional gearbox, making the car lighter and more efficient. While traditional Koenigseggs have always had surprising levels of practicality, creature comforts and features, our primary focus has always been to make the fastest cars on the planet – around a racetrack or anywhere else.

The Koenigsegg Regera continues this tradition, but with innovative technology that blends outrageous speed, supreme comfort, and a unique Direct Drive experience. Regera is Swedish for "to Reign" – a suitable name for a machine that offers an unforeseen combination of power, responsiveness and luxury. The Regera will reign as king of the open road – the fastest accelerating, most powerful production car ever.













In spite of all its advanced technology and creature comforts, the Regera is comparatively light and can still perform competitively around a race circuit. How does 3.2 seconds between 150 to 250 km/h and under 20 seconds from 0 to 400 km/h sound? The only Hypercar/Megacar that we think could possibly be faster around a circuit is another Koenigsegg.

The Regera is to be handcrafted in an edition of just 80 vehicles at Koenigsegg's production facility in Ängelholm, Sweden. This is the first time ever that Koenigsegg will have two different models in parallel production.



The interior features added insulation, 8-way electrically adjustable memory foam seats, a Koenigsegg 9" infotainment system, 4G and Wi-Fi connectivity, front, inner and rear camera system with recording capability, Apple CarPlay, supreme sound system, ambient lighting and many other great new features. The Regera also comes with front and rear parking sensors and remote diagnostic and firmware update capability.

THE HEART OF THE MATTER

The heart and soul of every Koenigsegg is its Internal Combustion Engine - the ICE. The ICE of the Regera follows the path of its siblings, the proven and extremely reliable Koenigsegg dry-sump twin turbo, DOHC, 5.0 liter V8.

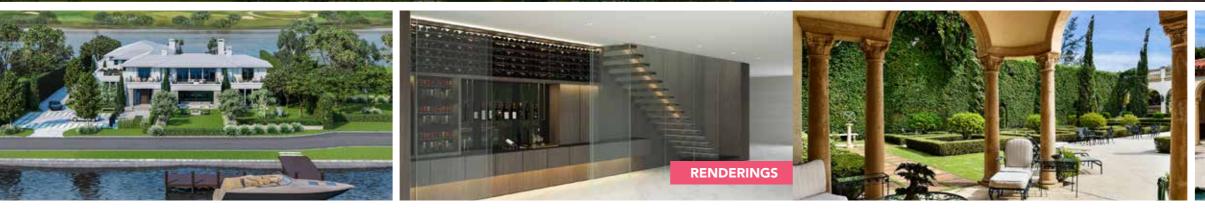
The Koenigsegg V8 is the most downsized homologated production ICE in the world, with 220hp per liter (using regular pump gas). The compact nature of the engine means the Regera is light in weight, and therefore nimble and efficient.

The Regera V8 differs slightly from our predecessor Agera engine. As the powertrain already produces a combined 1500hp and with electric propulsion providing instant torque from the Direct Drive system, we did not have to go as extreme on ICE power. Instead, we installed even smaller, fasterspooling turbos on the Regera, further enhancing the car's drivability and response.



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6X6 Civilian Carrier By The Chelsea Truck Company To Be Unveiled At The 2018 Geneva Motor Show

Kahn Design has announced plans to manufacture a coach-built concept vehicle based on the Land Rover Defender 110. Kahn Group C.E.O and Creative Director, Afzal Kahn and his team have combined traditional techniques and expert craftsmanship to create a modern icon, offering a striking and aggressive vehicle inspired by Kahn's popular Chelsea Truck Company Defenders.

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Entitled the Flying Huntsman 6X6 Civilian Carrier, our latest coach built vehicle is a supremely capable all-terrain vehicle with the looks to match. Mr Kahn, who prides himself on the professional pseudonym 'The Road is my Catwalk', delivers this high-impact edition with such clout; it is safe to say that this (colour) game-changer would not look out of place with London, Chelsea or New York centric drivers, rock climbers and off-roaders at the helm, nor would it look weary in battle as troops speed into combat – feeling almost unstoppable with excellent ground clearance, grip levels and good axle articulation.

The 6X6 Civilian Carrier is around 880mm longer than a normal Defender and is adorned with a full range of mechanical and styling upgrades. Beyond the added length and mechanical upgrades, the modern design language has been turned up a notch thanks to a new styling package that consists of a Volcanic Rock colour change, front wings with integrated vents and wide rear wings in light weight composite, X-Lander front grille and headlamp surrounds. Full panoramic roofing that extends from the B pillars towards the rear, a replacement front bumper with LED headlights give the vehicle an aggressive look to match its stretched six-wheeled silhouette. As part of the transformation, the team also added a third axle, creating a two front-wheel and four back-wheel configuration with 18" Huntsman wheels coupled with Cooper LTZ 275/55/20 tyres, supplied by Cooper Tire, our official tyre partner. Built to tame even the hardiest terrain, with a hi-lo ratio drive system and locking differentials, a rugged heavy duty chassis as well as an upgraded braking system, ensures the Flying Huntsman 6X6 Civilian Carrier is a prime example of mechanical and engineering excellence. Dark tinted windows keep the cabin hidden, but step inside and you will find a distinctly un-Defender-like chrome steering wheel.

Quilted headlining, sat-nav and a host of trim options complete the upgrades. The factory seats have evolved and headed in a previously unimaginable direction. One will find a total of nine striking Kahn quilted seats – all of which exude innovative differentiation in the form of the finest style and comfort. The seats adjust in a multitude of ways to make this vehicle the most comfortable place to be, different multi-density foams have been used to increase flexibility and boost comfort, ensuring the seats are perfectly tailored – taking the design to the next level. Seats can extend forward for better thigh support; passengers can also push seats up for more ease, the possibilities for nine occupants are endless. Afzal Kahn, chief executive of Kahn Design, expects the coach built vehicle to be snapped up quickly by discerning investors and collectors alike.

"We are a fully independent British car company and it is an exciting time. The Civilian Carrier is a stunning sixwheel drive car, ideal for big families who enjoy spending time together in the great outdoors," said Mr Kahn.

"With extensive safety features and plenty of clever technology to make driving effortless, the Civilian Carrier could be the best choice for carrying family, friends and their luggage. The Land Rover Defender is one of my top five favourite cars. There is something about it that makes you smile - it demands respect." The Flying Huntsman 6X6 Civilian Carrier along with the Chelsea Truck Company Black Hawk edition will be on display on stand 1141 at the 2018 Geneva Show, with Afzal Kahn on hand to speak with the assembled media. Please contact Mo@kahndesign.com for more information

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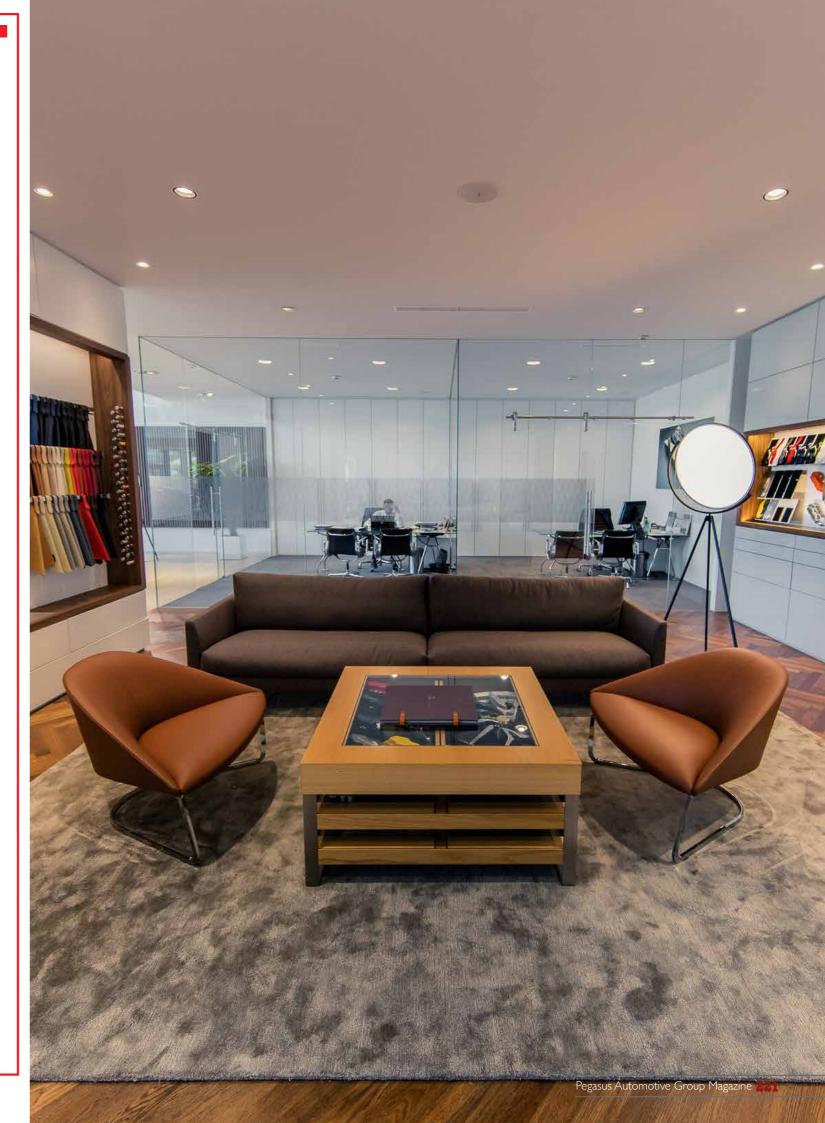
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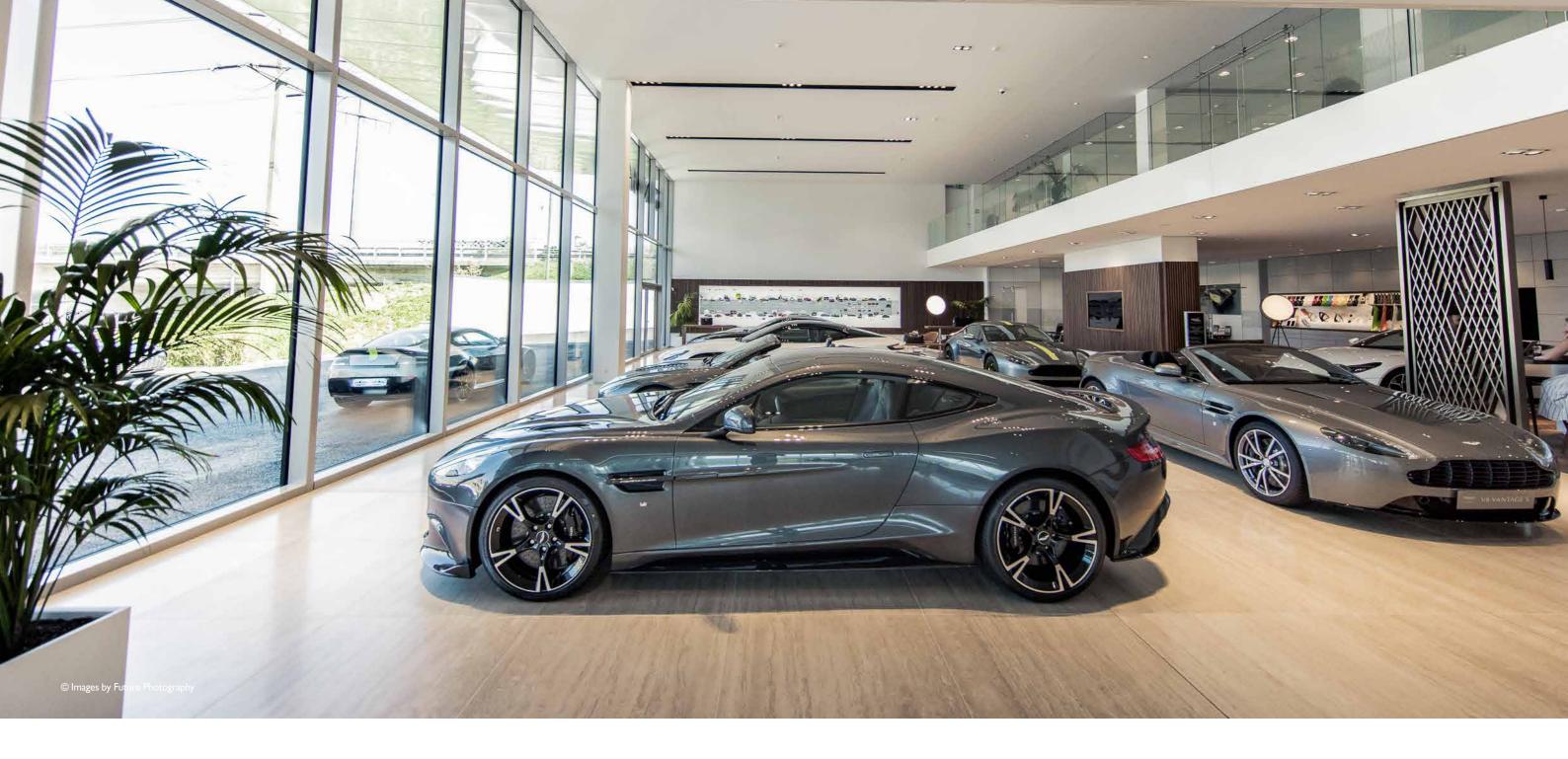


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