



Rolls-Royce Motor Cars Media Information

ROLLS-ROYCE SHOWCASES BESPOKE EXPERTISE AT THE 2015 BANGKOK MOTOR SHOW

24 March 2015, Bangkok

Rolls-Royce Motor Cars Bangkok demonstrated its Bespoke expertise at the 2015 Bangkok Motor Show today with the unveiling of the Rolls-Royce Phantom Drophead Coupé Waterspeed Collection, its first public debut in Asia Pacific. It will be displayed at Southeast Asia's largest motor show until 5 April 2015, together with Wraith and the new Ghost Series II, the latter recently launched in Thailand.

It was on the morning of 1 September 1937 that Campbell established his legend, setting a world-record speed of 126.33mph (203.31kmh) on Italy's Lake Maggiore in the famous Bluebird K3 boat powered by a Rolls-Royce R-Engine. The following day he went one better, piloting his craft to 129.5mph (208.4kmh), emphatically breaking the United States' five-year stranglehold on the world water-speed record. Campbell's momentous achievement captured the world's attention and reaffirmed the Rolls-Royce R-Engine's record-breaking superiority after triumphs on land and in the air.

To celebrate this incredible act of British heroism, Rolls-Royce Motor Cars' Bespoke Department created the Waterspeed Collection, 35 specially designed Phantom Drophead Coupés. The Rolls-Royce Phantom Drophead Coupé Waterspeed Collection on display at the 2015 Bangkok Motor Show is the only one currently available in Asia Pacific (excluding China) in left-hand drive at the time of this release.

Echoing the cutting-edge technology employed in the construction of Sir Malcolm Campbell's Bluebird K3 craft, only the finest contemporary materials furnish the Waterspeed Collection. Brushed steel perfectly complements an exclusively developed 'Maggiore Blue' color scheme, whilst hand-crafted Abachi wood inlays evoke the sense of a boat effortlessly gliding through

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water at pace. The exterior coachline and laser etchings inside the car bring Campbell's 'Bluebird' motif back to life.

Paul Harris, Regional Director, Asia Pacific of Rolls-Royce Motor Cars said, "This special Collection serves to display the breadth of Bespoke personalisation available to every Rolls-Royce customer with our authorised dealer here in Thailand, and also to highlight the enduring appeal of the Phantom Drophead Coupé. The Ghost Series II itself is also available with new Bespoke features, further strengthening our claim that Bespoke is Rolls-Royce."

Chatvithai Tantrapom, Deputy Managing Director of Rolls-Royce Motor Cars Bangkok, said, "We are so proud to be the host country for the first public debut of Waterspeed in Asia Pacific, which underlines the importance of the Thai market. Rolls-Royce Motor Cars Bangkok, the only authorised dealer in Thailand, has two showrooms for customers to commission their very own cars."

The Rolls-Royce Phantom Drophead Coupé Waterspeed Collection

The Phantom Drophead Coupé Waterspeed Collection features a number of exclusive Bespoke design and engineering features, perfectly executed to create a thoroughly contemporary tribute to Campbell's famous craft.

A specially created 'Maggiore Blue' color scheme flows like water over all the surfaces of Waterspeed, outside and in. Nine layers of paint are applied before an exhaustive process of hand-sanding and the application of a cutting-edge powdered lacquer is undertaken to ensure an impeccable finish. For the first time in Rolls-Royce history, the exterior finish extends to the engine, creating a visually striking homage to the power behind Campbell's records. The finish also adorns the car's specially developed, fully-polished eleven-spoke wheels, providing a subtle decorative accent. The exterior is completed with a hand-painted coachline that culminates in a Bluebird motif with the design taking Rolls-Royce's master coachline painter four hours to apply by hand.

Phantom Drophead Coupé's traditional teak decking to the rear makes way for brushed steel, with each piece of material individually beaten by hand for 70 hours and then hand-brushed for a further 10.

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The car's exterior finish is subtly echoed via accents on the dash-board that perfectly complement the 'Windchill Grey' interior leather scheme. The marque's hallmark attention-to-detail extends to the application of laser-engraved door armrest tunnel caps featuring a new interpretation of Campbell's famous Bluebird motif.

Abachi wood also makes its Rolls-Royce debut in Waterspeed. By nature, the material is cool to the touch with a satin-like tactility, and is bookmatched at an angle to echo the wake left by a boat moving at speed.

Further reference to Campbell's craft is made via a new interpretation of the famous 'power reserve' dial. As the driver presses on, the dial moves backwards towards a yellow and blue zone, echoing Campbell's original K3 boat's 'going into the blue' at maximum engine revolutions. A Bespoke clock adorned with Bluebird's infinity symbol and dials hewn from a billet of aluminum further evoke K3.

Direct tribute to the records is paid in the glove compartment, with a debossed panel expressing the records Campbell achieved on Lake Maggiore and on Coniston Water. Finally, the steering wheel is presented in two-tone for the very first time, with 'Magiorre Blue' accents balancing perfectly with traditional black leather to complete a beautifully conceived interior design scheme.

"This very special motor car serves to pay a perfect homage to my grandfather's remarkable acts of British daring and endeavor," said Donald Wales, grandson of Sir Malcolm Campbell. "The extraordinary attention-to-detail and commitment to engineering excellence so evident in these motor cars perfectly echoes the lengths my grandfather and his colleagues went to in their pursuit of the water speed records."

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Notes to Editors

Rolls-Royce Motor Cars Bangkok

This is the 4th year that Rolls-Royce Motor Cars Bangkok has participated in the Bangkok Motor Show. At the 2015 show, masterpieces from Porzellan Manufaktur Nymphenburg will also be available for viewing at the Rolls-Royce Motor Cars stand from 23 March to 2 April 2015. A blind auction will be held for these, and the proceeds will go to Little Scientists' House Project Thailand under the Somdet Pra Theparat Rajasuda Foundation.

Millionaire Auto Sales & Services (Thailand) Co., Ltd.'s Rolls-Royce Motor Cars Bangkok, a subsidiary of Master Group Corporation (Asia) Ltd., is the first and only official authorised Rolls-Royce motor car dealership in Thailand. Rolls-Royce Motor Cars Bangkok is the official authorised Rolls-Royce Motor Cars dealership in Bangkok, and is the first Rolls-Royce dealership to be launched in Thailand. It has two showrooms, and in July last year the first anniversary since the opening of the Boutique showroom was celebrated with the debut of Ghost V-Specification.

The Boutique showroom has been designed to aid customers in the creative process of commissioning a Rolls-Royce motor car. The two-car showroom is a smaller, more intimate space where customers are invited to use their imagination, sample examples of wood and leather or select from a palette of 44,000 different colours. Thailand is one of the very few markets in the region with two showroom facilities, underlining its importance to Rolls-Royce Motor Cars.

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Operating hours

Mon – Sun 10:00 – 20:00

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Regional Warranty

All Rolls-Royce motor cars are technically homologated to the operating conditions of the country or region of first delivery, ensuring compliance with the applicable provisions in that country or region. As a result of more demanding homologation, Rolls-Royce Motor Cars Limited has experienced instances with compatibility if vehicles are subsequently moved to other countries or regions. Primary difficulties tend to occur in respect to emissions, key frequency, lighting and speedometers.

Every Rolls-Royce produced from 1 August 2014 will be subject to a new Regional Warranty as opposed to the previous Worldwide Warranty. The four year Warranty and Service Inclusive Package still applies to the Regional Warranty, provided the vehicle is operated within its country or region of first delivery. This change in policy is intended to ensure an effortless ownership experience, by restricting the use of cars in regions for which their specification is not suitable, as this may result in customer issues or risk non-compliance with applicable provisions in that region.

Bespoke is Rolls-Royce

Whilst every Rolls-Royce is special, many customers desire extraordinary distinguishing features to make their car completely unique. This falls to the marque's Bespoke design department; a collective of the automotive world's finest designers, engineers and craftspeople.

This approach has distinguished Rolls-Royce for over a century, with today's methods echoing the age of the coachbuilder when customers purchased their chassis and engine before sending it away to be bodied to their exacting specifications. From the finest detailing to the boldest statement, customers work in close collaboration with the team to realise their desires. Inspiration can come from anywhere; whether it is a request to perfectly match the exterior finish to a favourite garment or a more elaborate creation that seeks to tell a story, no idea is left unexplored.

With an unparalleled scope for personalisation, Bespoke is very much the jewel in the crown of Rolls-Royce Motor Cars' unique brand promise, indeed Bespoke is Rolls-Royce.

Further information

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