







Rolls-Royce Motor Cars

Rolls-Royce Motor Cars Limited



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| Type | Private Limited Company |
| Founded | 1904 (March 1998) |
| Founder(s) | Henry Royce and Charles Stewart Rolls |
| Headquarters | Goodwood, England |
| Industry | Automotive |
| Products | Automobiles |
| Parent | BMW |
| Website | Rolls-RoyceMotorCars.com |

Rolls-Royce Motor Cars is a British manufacturer of luxury automobiles based in Goodwood, England. It is the current producer of Rolls-Royce branded automobiles, whose historical production dates back to 1904. The factory is located across from the historic Goodwood Circuit in Goodwood, West Sussex, England. It is a wholly owned subsidiary of the BMW Group.

History



In 1998, owners Vickers decided to sell Rolls-Royce Motors. The most likely buyer was BMW, who already supplied engines and other components for Rolls-Royce and Bentley cars, but BMW's final offer of £340m was beaten by Volkswagen's £430m.

A stipulation in the ownership documents of Rolls-Royce dictated that Rolls-Royce plc, the aero-engine maker would retain certain essential trademarks (the Rolls-Royce name and logo) if the automotive division was sold. Rolls-Royce plc chose to license not to VW but to BMW, with whom it had recently had joint business ventures. VW had bought rights to the "Spirit of Ecstasy" bonnet (hood) ornament and the shape of the radiator grille, but it lacked rights to the Rolls-Royce name necessary to build the cars. Likewise, BMW lacked rights to the grille and mascot. BMW bought an option on the trademarks, licensing the name and "RR" logo for £40m, a deal that many commentators thought was a bargain for possibly the most valuable property in the deal. VW claimed that it had only really wanted Bentley anyway. BMW and VW arrived at a solution. From 1998 to 2002 BMW would continue to supply engines for the cars and would allow use of the names, but this would cease on 1 January 2003. From that date, only BMW would be able to name cars "Rolls-Royce", and VW's former Rolls-Royce/Bentley division would build only cars called "Bentley". The Rolls-Royce's Corniche ceased production in 2002.

Cars

- 2003+ **Phantom** (saloon) — Launched in January 2003 at Detroit's North American International Auto Show, this is the first model from **Rolls-Royce Motor Cars Limited**, a BMW Group subsidiary having no corporate connection with the previous Rolls-Royce Motors company apart from the trademarks mentioned above. The car has a 6.75 L V12 engine sourced from BMW, but most other components are unique to the car. Parts are sourced from Continental Europe and the UK. Assembly, leather work, wood work, and finishing is done in a new factory in Goodwood near Chichester, Sussex. The cars are available in normal and extended wheelbase, and prices start at about £250,000.
- 2007+ **Phantom Drophead Coupé** (convertible)
- 2008+ **Phantom Coupé** (coupe)
- 2010+ **Ghost** (saloon) - Rolls Royce announced in September 2006 that it will develop a new 4-door model named Ghost. Only 20% of the components would be sourced from BMW F01 7 Series, and it will be positioned below the Phantom and with a price range between US\$250,000 and US\$280,000.^[1]

Rolls-Royce (car)

A **Rolls-Royce** car may refer to vehicles produced by:

- Rolls-Royce Limited (1906–73)
- Rolls-Royce Motors (1973–2003), which was owned by Vickers between 1980 and 1998, and after that by Volkswagen. Since 2003, this company has been known as Bentley Motors Limited, a subsidiary of the Volkswagen Group
- Rolls-Royce Motor Cars (2003–present), a subsidiary of the BMW Group

Vehicles

Rolls-Royce Limited vehicles

- 1904–06 10 hp
- 1905–05 15 hp
- 1905–08 20 hp
- 1905–06 30 hp
- 1905–06 V-8
- 1906–25 40/50 Silver Ghost
- 1922–29 Twenty
- 1925–29 40/50 Phantom
- 1929–36 20/25
- 1929–35 Phantom II
- 1936–38 25/30
- 1936–39 Phantom III
- 1938–39 Wraith
- 1949–55 Silver Wraith
- 1949–55 Silver Dawn
- 1950–56 Phantom IV
- 1955–66 Silver Cloud
- 1959–68 Phantom V
- 1965–80 Silver Shadow
- 1968–91 Phantom VI
- 1971–96 Corniche I–V

Bentley models (from 1933)

- 1933–37 Bentley 3½ L
- 1936–39 Bentley 4¼ L
- 1940–40 Bentley 4¼ L Mark V

Rolls-Royce Motors vehicles

- 1975–86 Camargue
- 1980–98 Silver Spirit/Silver Spur

Bentley models were produced mostly in parallel with the above cars. The Bentley Continental coupés (produced in various forms from the mid-1950s to the mid-1960s) did not have Rolls-Royce equivalents. Very expensive Rolls-Royce Phantom limousines were also produced.

- 1998–2002 Silver Seraph
- 2000–02 Corniche V

Rolls-Royce Motor Cars vehicles

- 2003– Phantom
- 2007– Phantom Drophead Coupé
- 2008– Phantom Coupé





















