

# Rolls-Royce Brand Voice Guide (Spec)

*To travel in a Rolls-Royce motor car is to escape from time. To imagine a Rolls-Royce is to push the boundaries of possibility, unconstrained by time and space. Our design philosophy is built on enduring principles that free us to innovate and create our greatest visions. On these foundations, icons are born.*

## Positioning Strategy

Each vehicle Rolls-Royce creates is meticulously crafted for the client. Your magnificent chariot will be your unique guiding light. No other automaker delivers this level of exquisite craftsmanship. Crowned by the iconic Spirit of Ecstasy, your Rolls-Royce is a masterpiece inspired and designed by you.

## Power Values

**Freedom-** We believe that driving a car should be a freeing and exhilarating experience. An automobile will always be a symbol of liberty to go where you choose, as you wish.

**Vision-** The best vehicle is yet to come. We relentlessly push the boundaries of technology, beauty and craftsmanship. The legacy of Rolls-Royce, the skills of the world's best artisans, and the dreams of the client are interwoven to create a dazzling magic carpet ride.

**Daring-** Our founders, Charles Rolls and Henry Royce, were ahead of their time. They had the courage to reach for the unimagined, and create a masterpiece the world had never dreamed of.

**Craftsmanship-** We expect perfection, and accept nothing less. Our motorcars and electric cars are meticulously crafted down to the smallest detail.

## Conviction Codes

### 1. Freedom

**Company:** We refuse to be held back by the trends and customs of our time. We are pioneers who consistently seek a higher level of performance and quality.

**Client:** The client is in charge of the design and creation of their ultimate ride. We bring their vision to reality.

**Community:** Our exceptional beauty and quality will inspire people to push boundaries, reject constraints and seek the remarkable in their own lives, whatever that may mean for each individual.

## 2. Vision

Company: We look to the future of automotive travel, and we see a level of excellence and luxury never seen before. In 2023, the first all-electric Rolls-Royce will be delivered.

The most powerful Rolls-Royce ever, it will captivate the world with its extraordinary beauty and unprecedented luxury. All Rolls-Royce models will be electrified by 2030,

and

an autonomous vehicle is on the horizon. But this is by no means the end of the journey; it is the inception of a new era. Our future, as always, belongs to our clients.

Client: Our clients have an exceptional vision that only Rolls-Royce can bring to life.

Community: Rolls-Royce inspires the world to envision a life that is extraordinarily unique. We are creating a future in which the impossible is not a stopping point but a challenge.

## 3. Daring

Company: We believe that a life lived on one's own terms is the only life worth living.

Client: Our clients are bold and adventurous leaders. Rolls-Royce unleashes their power.

Community: We inspire people to do things their own way, stand up for what they know they want, and create a more beautiful and exciting life.

## 4. Craftsmanship

Company: Every motorcar and electric vehicle we make is an exceptional work of art. Our artisans meticulously refine every detail by hand.

Client: Our clients choose Rolls-Royce because they want nothing but the best. We use the finest materials and polish every detail to perfection.

Community: We are always on the cutting edge of automaking. Rolls-Royce has established new standards of luxury perfection. Our relentless drive for excellence raises the bar for all automakers.

## Mission

We reject one-size-fits-all, assembly line automaking and craft a unique work of art that mirrors the client's dreams. The most beautiful, powerful automobile ever made.

## Brand Promise

We create one-of-a-kind, extraordinary vehicles so that artists, entrepreneurs and other visionaries can overcome the tedium of driving commonplace luxury vehicles, and experience an intoxicating ride that fills them with joy and pride every time they drive.

## Brand Archetype

Rolls-Royce is a Magician.

Core Value: Power. Exceed Limits. Achieve the Impossible.

Desire: Make dreams Come True

Drives: Realise a Vision. Dazzle your Audience.

Greatest Fear: Unintended Negative Consequences. Loss of abilities.

We form a partnership with the client, and together we craft their vision of the ultimate ride. They inspire us with their dream, and we make the dream a reality.

By imagining the future, we define the present.

## Customer Archetype

The Artist.

Core Value: Innovation/Creativity

Desire: To create things of enduring value

Drives: To develop artistic control and skill, fuel imagination and creativity

Greatest Fear: To be inauthentic or mediocre

Banksy, the Artist. They value innovation and creativity above all else, and are dissatisfied with luxury automobiles that all look the same. They dream of an exciting ride in a magnificent machine made just for them. They choose Rolls-Royce to bring forth their vision of a one-of-a-kind vehicle that fills them with exhilaration every time they drive.

## Brand Story

The year was 1897. The automobile was still in its infancy, and was only available to a select few. Charles Rolls, a brilliant young university student, loved tinkering with the engines of these magical machines. Never a man who passively accepted constraints, he was a founder of the Automobile Club of Great Britain. The club campaigned aggressively against speed limits for automobiles, and continues to stand up for the rights of drivers to this day, now as the Royal Automobile Club.

1900. Rolls, always a visionary, created an electric motor car and named it the Columbia. His assessment:

“The electric car is perfectly noiseless and clean. There is no smell or vibration, and they should become very useful when fixed charging stations can be arranged. But for now, I do not anticipate that they will be very serviceable – at least for many years to come.” -Charles Rolls

1903. Rolls broke the world land speed record by driving his 30hp Mors at 83mph. But, because the timing equipment was not approved by the governing body, his accomplishment was not acknowledged.

In the same year, Henry Royce, an engineer, bought a French Decauville. He was soon disappointed when he realised the car did not meet his exacting standards of quality. Unwilling to settle for what was available, he designed and built his first petrol engine. In 1904 he drove his first car, made with his own hands.

“Take the best that exists and make it better. When it does not exist, design it.” -Henry Royce

Two men, too gifted, too brilliant for their time, dared to dream of the ultimate ride.

1904. Henry Edmunds, proud of his new 10hp Royce motor car, showed it to Charles Rolls. Rolls was intrigued and wanted to meet the man who made it. When Edmunds arranged a meeting between Charles Rolls and Henry Royce, no one knew this single encounter would change the course of automotive history.

Within minutes, the two men knew that they could come together to reach for their aspirations. Rolls test-drove Royce’s 10hp motorcar and immediately agreed to a partnership, under the name Rolls-Royce. He had finally found what he was looking for.

When two extraordinarily gifted individuals come together to create something phenomenal, they must come together with complete trust in one another. This is what guides them through the challenges and carries them to the stars.

1907. The first Rolls-Royce was revealed to the world, christened the Silver Ghost. Claude Johnson, a publicity genius who served as Managing Director of Rolls-Royce, presented the Silver Ghost as “not one of the best, but the best car in the world.” Through a series of demonstrations, he established the Silver Ghost as an unprecedented powerhouse with greater endurance, vitality and resilience than any vehicle ever made. Rolls-Royce had defied the impossible, and no one could look away.

Rolls-Royce is about the uncompromising pursuit of luxury perfection. We create exquisite works of art that express each client’s most treasured vision. Our electric vehicles will soon be

illuminating the night, with a reimagined Spirit of Ecstasy slicing through the air. Blueprints have been drawn for an autonomous vehicle. *As we continue to extend the limits of possibility, Inspiring Greatness will forever remain our ultimate pursuit.*

## Rally Cry

We believe an automobile should be an authentic expression of the identity and character of its owner. We create the most exquisite, powerful, and luxurious vehicles the world has ever seen. We extend the limits of what is possible, striving for perfection and beyond. We serve dreamers and visionaries who refuse to be held back by rules and expectations.

Every Rolls-Royce is a work of art, crafted by the most skilled hands on Earth. The client is not merely a customer, but a partner. You are the muse who inspires Rolls-Royce. Show us your treasured ambitions and your dreams, and we will create a stunning masterpiece together. You are the artist, Rolls-Royce is the paintbrush and easel.

## Tone

Elegant. Refined. Inspiring. Freeing. Optimistic. Self-assured. Dreamy. Aspirational.

## Phraseology

### Bespoke

*A Rolls-Royce is more than a motor car. It is a work of art, hand-made to order exclusively for you, by our team of highly skilled craftspeople and designers. Whatever you imagine your ideal motor car to be, bring your unique vision to life with Rolls-Royce Bespoke.*

### Black Badge

*Black Badge is for those who reject conformity and cultivate their own unique vision. Bespoke is an extension of those individualist principles. Here, the most powerful Rolls-Royce cars in existence can be personalised like no other, creating a defiant masterpiece for your collection.*

### Coachbuild

*The Pinnacle of Bespoke. For those who value rarity in its most authentic form, Rolls-Royce Motor Cars presents Coachbuild: an extraordinary, invitation-only design collaboration between select patrons and artisans, resulting in a truly singular creation. Conception of a Coachbuild motor car begins with a single line on paper. From there, Rolls-Royce designs a masterpiece free of time constraints or limitations. Coachbuild is legacy, craft, and inspiration. It is a vision realised without compromise. Coachbuild is luxury.*

## Coachline

*At the home of Rolls-Royce, there's only one dedicated craftsman entrusted for the final aesthetic task: Rolls-Royce Coachline. He uses special custom-made brushes to ensure the line is precisely level and a uniform 4mm in width.*

## Craftsmanship

The level of skill shown by someone who has created something beautiful with their hands.

## Inspiring Greatness

*Inspiring Greatness exists at the very core of Rolls-Royce Motor Cars. It is the guiding force from which our innovation, aspirations, and ongoing legacy unfold. As we continue to extend the limits of possibility, Inspiring Greatness will forever remain our ultimate pursuit.*

## Luxury

The feeling that everything has been flawlessly done for you, meeting every need and desire. Perfect relaxation, leisure and bliss.

## Magic Carpet Ride

*When enjoying our cars, one does not simply drive, but glides as though floating above the surface of the road. Our legendary ride has become so revered that customers have affectionately named it the 'Magic Carpet Ride'.*

## The Pantheon Grille

*Inspired by Rome's imposing Pantheon temple, the Rolls-Royce grille is iconic. The Pantheon's majestic columns were purposefully built with wider middle sections so that the human eye perceives each long pillar to be completely straight. It's a perfect optical illusion and a genius stroke of design.*

## Spirit of Ecstasy

*Our Spirit of Ecstasy incorporates a mechanism which retracts her figure to guard against misfortune. We go the extra mile to keep our crowning icon free from harm and shining proudly; much further than other manufacturers who have reverted to simpler, less elegant ways. Poised to embrace every journey, the Spirit of Ecstasy majestically crowns the prow of every Rolls-Royce.*

## The Starlight Headliner

*Ride under the stars with a shimmering celestial atlas woven into the ceiling overhead. This panoramic constellation is personalised to each owner and can be customised accordingly. Clients can request a precise constellation relating to a specific time, such as a birthday, wedding or anniversary. We're able to map the stars of a particular date down to the minute, all verified by a local observatory.*

### Three Lines

*We've always respected the idea that simple designs are the greatest. The fundamental design of every Rolls-Royce can be captured in just three strokes.*

Italicised segments are copied directly from the Rolls-Royce website.