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MAGAZINE N°1

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WELCOME

Owning a Rolls-Royce is the realisation of a dream, from either family tradition or the crowning of a lifetime of achievements. At Rolls-Royce Motor Cars Dubai AGMC, our endeavour is to make the vehicle ownership a dream by providing the best quality service through our highly trained team of professionals.

Ideally located in Central Dubai, our showroom allowing easy access from anywhere in the United Arab Emirates with beautiful roads to enjoy and experience the Rolls-Royce Motor Cars Model Range.

Our team provides a bespoke service to meet in any place convenient for discussing your Dream Motor Car and review the infinite personalisation possibilities for a Rolls-Royce Motor Cars vehicle to your exact wishes and specification.

We wish you a pleasant discovery of the Rolls-Royce Motor Cars world through our magazine and I hope I will have the honour of welcoming you in our dealership to discuss your requirements.

Mamdouh Khairallah
General Manager
Rolls-Royce Motor Cars Dubai AGMC

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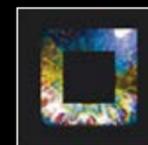


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“Our new Rolls-Royce Dawn promises a striking, seductive encounter like no other Rolls-Royce to date, and begins a new age of open-top, super-luxury motoring. Dawn is a beautiful new motor car that offers the most uncompromised open-top motoring experience in the world. It will be the most social of super-luxury drophead motor cars for those who wish to bathe in the sunlight of the world’s most exclusive social hotspots.

Quite simply, it is the sexiest Rolls-Royce ever built.

The name ‘Dawn’ perfectly suggests the fresh opportunities that every new day holds – an awakening, an opening up of one’s senses and a burst of sunshine. In its tentative, inchoate, anticipatory state, dawn is the world coming to light from the ethereal dark of the night. The early-day chill of dawn provides an erotic tingle on the skin, awakening the senses and passions as the day begins.

Like Eleanor Thornton, thought by many to be the inspiration behind the Spirit of Ecstasy, the Rolls-Royce Dawn will itself prove to be the muse that leads its owner to believe that at the start of the day, anything is possible.”

Torsten Müller-Ötvös,

Chief Executive Officer, Rolls-Royce Motor Cars

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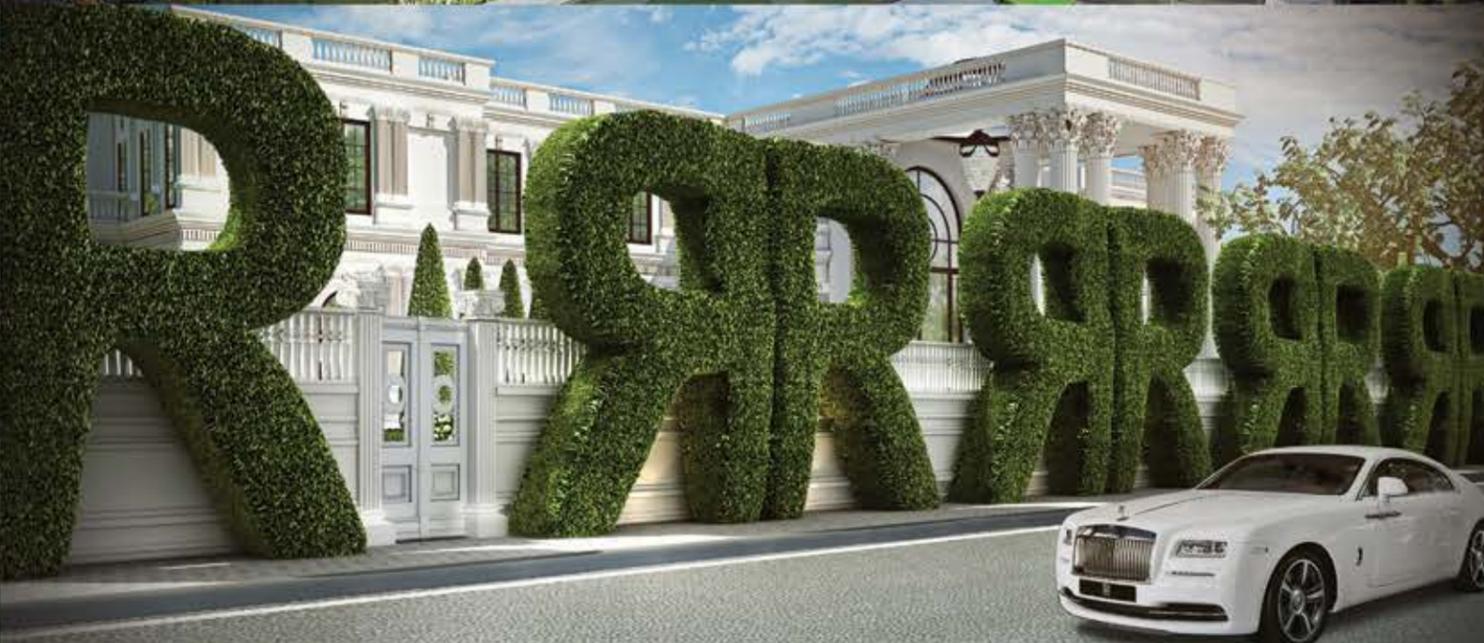


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“...Accept nothing nearly right or good enough.”



**ROLLS-ROYCE DAWN – UNCOMPROMISED
DROPHHEAD LUXURY**

Emerald Palace Kempinski Hotel



A WORLD OF LUXURY



An impressive 100,000 square meters, the Emerald Palace Kempinski Hotel comprises 391 luxuriously appointed rooms, of which 36 are exquisitely spacious suites. Surrounded by pristinely landscaped tropical gardens are eight highly appointed royal villas with stunning views of the Palm Lagoon.

The hotel's wide variety of international restaurants, boutique mall and cinema provide ample dining and entertainment attractions. Guests can also enjoy a range of water sports, such as scuba diving, snorkelling, sailing, surfing yacht

and fishing trips in the Arabian Gulf. Yoga, Pilates and ball games are also available as well as children's activities and a teen's club. Last, but not least, the hotel also avails of first-class business and conferencing facilities, making it attractive not only to leisure travellers, but corporates and business travellers alike.

The Hotel is characterized by its grand design and regal interiors. Crystal chandeliers, marble and gold and silver leaf plated wood combined with opulent drapery, elegant colour schemes and expansive spaces pay homage to palatial living.



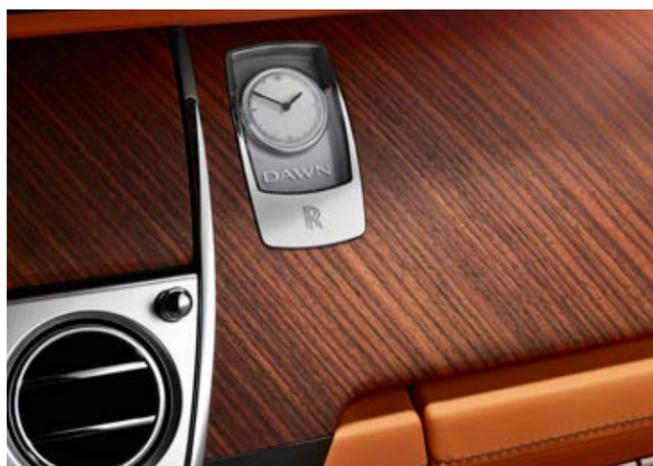
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Compromise is not a word recognised in the Rolls-Royce lexicon. Indeed the company continues to live by the clarion cry of co-founder Sir Henry Royce to "Strive for perfection in everything you do. Take the best that exists and make it better. When it does not exist, design it. Accept nothing nearly right or good enough."

The first part of this maxim – "Strive for perfection in everything you do" – guides the company's every action particularly during the creation of a new motor car.

The second – "Take the best that exists and make it better" – has been clearly evidenced in the success of both Phantom Series II and Ghost Series II as they were carefully updated in 2012 and 2014 respectively.

And when Rolls-Royce judged that it was time for an authentic gentleman's Gran Turismo to return to the world stage, it was guided by the third part of Sir Henry's maxim: "When it does not exist, design it." And thus, Wraith was born.

Now, the final part of this maxim has guided the Rolls-Royce design and engineering teams as they have worked to initiate a new age for open-top, super-luxury motoring. In a sector exclusively populated by the biggest of automotive compromises – the 2+2 seat configuration – Rolls-Royce has chosen to "accept nothing nearly right or good enough." And so, the new Rolls-Royce Dawn, the world's only true modern four-seater super-luxury drophead, is born.



“It is always darkest just before the dawn”

In the most challenging times, the phrase “It is always darkest just before the dawn” – originally coined by English Restoration preacher Thomas Fuller – resonates as a beacon of hope. This early morning darkness, where apparitions such as phantoms, ghosts or wraiths have been imagined, and where one’s apprehensions lurk, is brushed aside by an energising burst of early morning sunlight as one awakens to a new dawn and the endless possibilities of a new day.

Such was the feeling in 1952 as the world was finally emerging from a period of economic austerity following protracted war. That year, the world looked forward in hope as the world’s first passenger jet, the British deHavilland Comet, made its first commercial flight; the Big Bang Theory of the creation of the Universe was first propounded, and Queen Elizabeth II ascended the throne of the United Kingdom.

That very same year, the Rolls-Royce Silver Dawn drophead, which became the muse for the designers of the new Rolls-Royce Dawn, was finished by Rolls-Royce coachbuilders Park Ward and delivered to its first customer, Colonel W.A. Phillips in Canada.

A new beginning for Rolls-Royce at the time, the original Silver Dawn was the first Rolls-Royce to be offered with a factory-built body. However, the drophead Rolls-Royces that carried the name Silver Dawn continued to be coach-built for individual customers, ensuring their uniqueness and rarity, and embodied the optimism of the age as we began to enjoy life again and pursue La Dolce Vita.

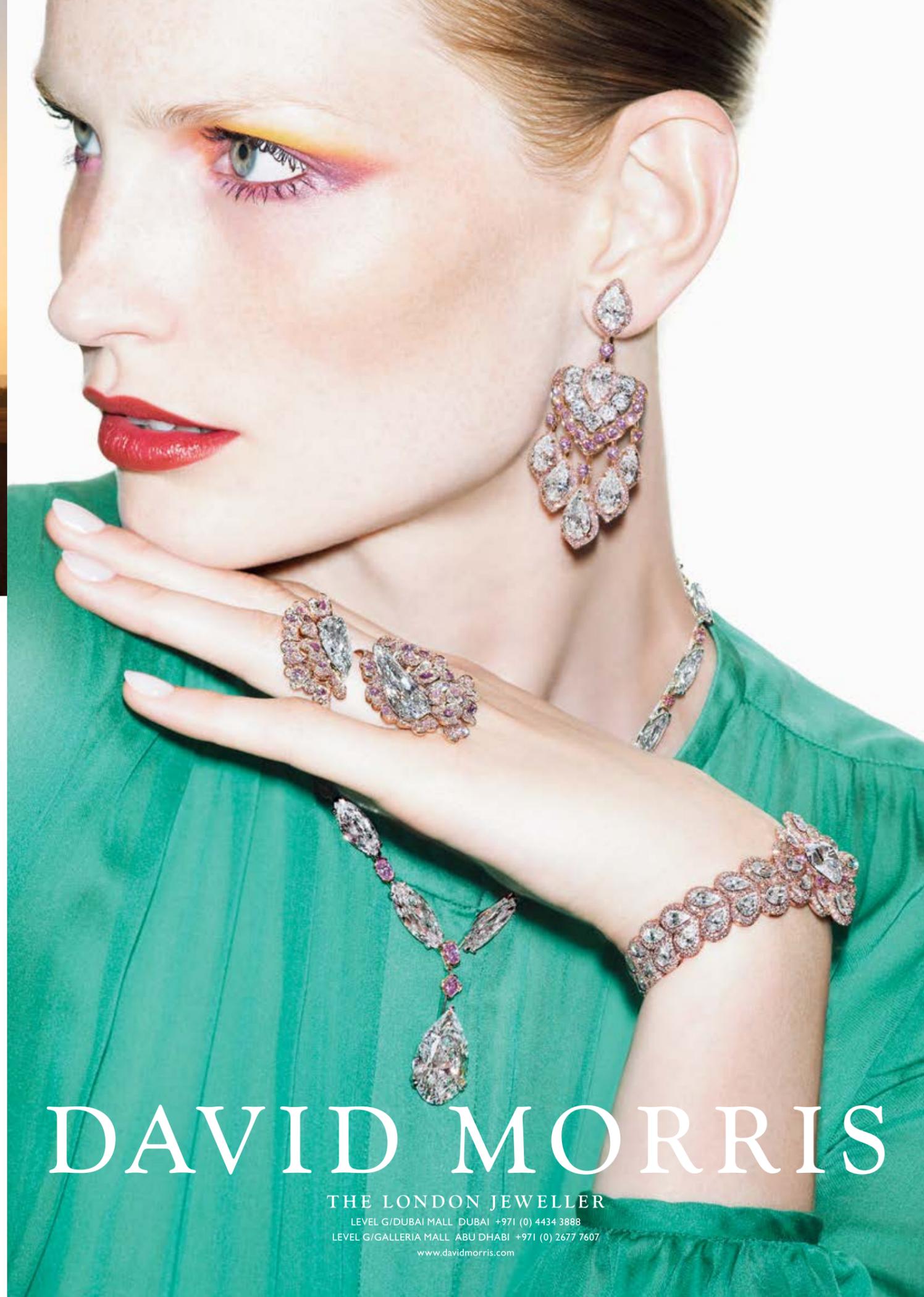
This famous and rare Rolls-Royce name was only ever applied to 28 very special drophead bodies between 1950 and 1954.

Rolls-Royce’s new Dawn has taken inspiration from the Silver Dawn, whilst delivering a world first in super-luxury motoring – a cool, contemporary interpretation of what a super-luxury four-seater convertible motor car should be in 2015 – rare, refined and the most social super-luxury car there is.

Much like the 1952 Silver Dawn drophead, the new Rolls-Royce Dawn stands apart from its stable mates, featuring 80% unique body panels.

Indeed such attention has been paid to ensuring this amazing new dawn for super-luxury motoring delivers on its promise, even the tyres that connect the new Rolls-Royce Dawn to the roads it will glide over have been specially developed to deliver the pinnacle ‘magic carpet’ ride expected of every Rolls-Royce that leaves The Home of Rolls-Royce at Goodwood, England.

And, specific engineering and manufacturing attention has been paid to the creation of the Dawn’s roof. Unheard of anywhere in the modern motor industry until now, the roof of the Rolls-Royce Dawn delivers the silence of a Wraith when up and operates in almost complete silence in just over 20 seconds at a cruising speed of up to 50kph. It is safe to say that the new Rolls-Royce Dawn is the quietest open top car ever made.



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“In the world of Rolls-Royce, day to day mathematical norms don't always apply. That's why I say in the case of the new Rolls-Royce Dawn, 2+2 does not equal 4.”

Giles Taylor, Director of Design, Rolls-Royce Motor Cars.



DESIGN

2+2 \neq 4

Studying the open-top motor car sector, and specifically its high-value luxury niche, it became apparent to Rolls-Royce's designers that customers were being short-changed. The myopic focus on one specific configuration – the 2+2 setup – was, in the view of Rolls-Royce, a compromise too far.

Commonly held, a 2+2 is a configuration with seating for the driver and one passenger in the front plus two smaller seats for occasional passengers or children in the rear. Space in the rear is most noticeably absent in terms of longitudinal leg-room, thereby reducing the comfort

and practicality of the car. In the case of a convertible body type, this reduction in space is often the result of the manufacturer's inability to package the convertible roof together with boot and rear passenger space. The result is a sector populated exclusively by open-top cars that Rolls-Royce would consider compromised and 'anti-social'.

“At Rolls-Royce, we pride ourselves as creators of fine motor cars that also serve as social spaces,” comments Taylor. “The idea of creating a car like Dawn that can be used in comfort by only two adults on a day to day basis is anathema. In creating Dawn we have accepted no compromise to the comfort and luxury of four adults who want to travel together in the pinnacle of style.”

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A striking, seductive encounter

"Dawn is a Rolls-Royce that feels completely at home on the Route Napoleon. It is a contemporary homage to a life on the Côte d'Azur. The car is a contemporary take on the 'Casino' lifestyle. Perhaps seen as cavalier in character it is intended to attract people who relish both freedom and sophistication," comments Giles Taylor, Director of Design.

"At Rolls-Royce Motor Cars we design without compromise, and this uncompromising approach brings new challenges with each new motor car," continues Taylor. "In the case of the new Rolls-Royce Dawn, we have designed it from the road up to deliver a striking, seductive encounter."

The new Rolls-Royce Dawn greets the observer with a striking yet elegant exterior design with classic Rolls-Royce appearance and presence. It is the most vibrant Rolls-Royce yet with charming and alluring qualities that bring a new level of finesse, sophistication and refinement in a drophead coupé – a serene yet exhilarating sense of uncompromised freedom.

It offers a new level of effortlessness and a relaxed sensory experience with an underlying exhilaration and dynamism. All this without a single compromise to comfort and space. This new Rolls-Royce embodies dynamic and social qualities that will attract a broader, younger and more socially-aware audience around the world.

Contrary to media speculation, the new Rolls-Royce Dawn is not a Wraith drophead. 80% of the exterior body panels of the new Dawn are newly designed to accommodate an evolution of Rolls-Royce's design language and to encapsulate highly contemporary, four-seat super-luxury drophead architecture.

The aim was clear: To do what no other car manufacturer had achieved so far – make a car that looks as beautiful with its roof up as with it down. One could almost say that the result of the design team's restless endeavours has been to make the new Rolls-Royce Dawn two cars in one.





Marsa Malaz Kempinski, The Pearl - Doha

Located on its own secluded island, Marsa Malaz Kempinski, The Pearl – Doha is the first ultra-luxury hotel in one of Doha's most sought-after locations. The architectural masterpiece showcases the finest European design blended with traditional Arabian elements, a true palace in every sense of the word. From the palatial corridors and public spaces, and the luxurious rooms and suites, to a selection of the finest restaurants and lounges, this hotel has become a benchmark for bespoke luxury in Doha.

Arriving at Marsa Malaz Kempinski guests and visitors are set for an unforgettable experience from the moment they walk through the door. The opulence and grandeur combined with breath-taking views over the azure Arabian Gulf, offer another world experience for ultimate relaxation.

Rooms and Suites

Marsa Malaz Kempinski has 281 luxury rooms, including 69 suites, two Presidential Suites and two Royal Suites. The suites in Marsa Malaz Kempinski offer an expansive and opulent space, catering to leisure and business demands, while offering the best in relaxation. All the luxury rooms and suites have balconies or terraces, offering magnificent views over the hotel grounds, the Arabian Gulf and The Pearl-Qatar.

The signature suite

The Panoramic Suite comes with a King Bed along with spacious outdoor space (balcony/terrace) overlooking the calm azure waters of the Arabian Gulf. Thoughtfully designed for families, or friends travelling together, the Marsa Malaz Panoramic Suite is an ideal tranquil getaway, featuring a large living room, a separate dining area and an abundant bedroom with impressive floor-to-ceiling windows. The Panoramic Suite can also be connected to a Deluxe Room. The suite offers unparalleled space, including the outdoor area, of 230 sq m (2,476 sq ft).

The personalised Butler Service, complimentary for all the rooms and suites, is ready to welcome and meet guest's every need, from unpacking the luggage to anticipating guest's personal preferences, even prior to their arrival. The service is complimented with a bespoke Concierge service that boasts in-depth knowledge of local customs, traditions and attractions. The Concierge know every must-see place around town, have exclusive access to events, and understand where to acquire the perfect gift.

Dining

As one of the truly most inspiring hotels in the region, Marsa Malaz Kempinski offers bespoke dining and entertainment options for all guests. With restaurants and cafés located across the hotel, guests can enjoy everything from the finest locally sourced ingredients, the opulent interiors of the restaurants, bars and cafés to the impeccable service, ensuring the dining experience is one to remember.

Sawa, the family friendly restaurant serves a blend of European and Mediterranean flavours. The menus are personally curated by the Executive Chef Mattias Roock. Open daily 6:30-22:30. Sawa's Friday Brunch is open every Friday 12:30-16:00.

El Faro, meaning 'lighthouse' in Spanish, uses traditional recipes from culinary hotspots across the entire Iberian Peninsula, serving authentic tapas and original paella in a casual and stylish setting. Open daily 17:00-2:00.

Al Suфра, blending traditional recipes and flavours from Lebanon, Cyprus, Syria, Jordan and Palestine, this Levant-inspired restaurant is set to entice guests to an unforgettable dining experience. Open daily 12:30-00:00; Friday and Saturday breakfast 9:00-11:30. Café Murano is the stylish European gourmet café offering a chic and elegant

setting for guests to enjoy refreshments throughout the day. Café Murano is specialising in European art de cuisine, with a passion for chocolate and petite culinaire. Open daily 8:00-22:00.

Bohemia, a lounge that oozes sophistication and is surrounded by luxury and comfort. The lounge offers a collection of the finest selection of beverages, paired with a concoction of molecular creations to ensure the experience is as unique and spectacular as the setting itself. Open daily 17:00-2:00.

Vitamine Café is the healthy haven in the heart of the Spa by Clarins at Marsa Malaz Kempinski. Guests can experience the innovative menu of fresh creations, or simply relax with a mocktail, smoothie or juice at this tranquil café. Open daily 9:00-22:00. Amwage, this beach grill restaurant and lounge offers guests an unforgettable al fresco experience. The casual restaurant next to the sea has a selection of fresh and flavoursome seafood and BBQ options to choose from. Open daily 11:00-21:00

Antica Pesa comes to Doha from Rome and New York to redefine the Italian culinary scene of the city. The 'real Italia' experience has been created following two fundamental guidelines, reworking traditional Roman recipes and creating dishes using local, organic produce for seasonal dishes, with a nod to modern trends. Open daily 12:00-22:00, upstairs lounge 18:00-02:00.

Toro Toro is a creative blend of Pan Latin flavours and one of the most successful and growing concepts of Celebrity Chef Richard Sandoval. Toro Toro showcases the most authentic recipes from Mexico to Argentina in a vibrant atmosphere, giving to its eclectic

and selected guests a full Latin experience including the acclaimed 'rodizio experience.' Open Monday-Wednesday, Saturday 19:00-01:00, Thursday-Friday 19:00-02:00. Nozomi is the award winning contemporary Japanese lifestyle restaurant and celebrity hotspot from London and Riyadh, offering a comprehensive selection of sushi, its famous Black Cod and tender Kobe beef, and its world class lobster tempura and vegetarian dishes. Open daily 18:30-23:00, Friday-Saturday 18:30-02:00.

Spa & Leisure

The 3,000 sq meters of well-being and fitness facilities at Marsa Malaz Kempinski feature the first Spa by Clarins in the Middle East. The spa offers guests male and female wellness areas and 23 treatment rooms. There are a variety of massages, beauty and body treatments, as well as the Art of Touch Signature treatment from Clarins, the Red Flower Hammam and a number of relaxing spa packages. The relaxation areas also offer guests separate female and male saunas, steam rooms, herbal baths and indoor plunge pools.

The Health Club boasts a female only fitness area and a mixed fitness area, as well as two group studios and a personal training studio for additional privacy. There is also separate male and female changing areas with wet relaxation lounges, saunas and steam rooms. Additionally guests can enjoy an outdoor tennis court, a jogging trail and exercise or leisure bicycles for use on the island.

The secluded 150 meter private beach and outdoor pools are equipped with comfortable sun loungers and umbrellas. Activities are many including non-motorised water sports, or yacht day trips departing from the two hotel piers.



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AGMC, the authorised dealer of Rolls-Royce Motor Cars in Dubai, Sharjah and the Northern Emirates was delighted to be one of the main sponsors for last year's Dubai International Arabian Horse Championship. Historically Rolls-Royce has held a strong affinity with equestrianism, and this remains evident in several of the Bespoke editions that the luxury marque has created over the years, such as the Majestic Horse Collection and the Thoroughbred Coupe.

Commenting at the launch of the Arabian Horse Championship, Mamdouh Khairallah, General Manager of Rolls-Royce Motor Cars at AGMC said: "With such a wealth of equestrian talent in the UAE, AGMC is delighted to pay tribute to the nation's equine heritage by showing our support of the Dubai International Arabian Horse Championship."

Rolls-Royce AGMC showcased three incredible Bespoke models at the Arabian Horse Championship: the new Ghost Series II in an exquisite Twilight purple; the dramatic Wraith in a bold Ensign red and silver; and the Phantom Drophead Coupe in a stunning Arizona Sun colour.





These three unique models on display provided just a hint of the enormous scope for personalisation afforded to every Rolls-Royce customer through the marque's pinnacle Bespoke programme. Guests were invited to witness some of the most exquisite horses as they compete in beauty, agility, and heritage at the Arabian Horse Championship held at the Dubai International Convention and Exhibition Centre from 19th to 21st March, 2015.

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Masterpieces of a Dynasty

For well over a century, Mouawad has been creating spectacular jewelry destined for its exclusive clientele of royalty, the wealthy elite and celebrities. Each creation begins life with seasoned artistic verve and the hand selection of the most exquisite, rare gemstones. It is from here that masterful design gives way to intricate craftsmanship, culminating in a unique artistic statement that could only bear the name Mouawad.

Mouawad creations are far more than a superb collection of unique jewelry pieces. They are testimony to a dynasty of jewelers who have passionately pursued their destiny—

unlocking and enchanting the splendor of Earth's most evocative and enduring mysteries: precious gems. Mouawad's Masterpieces express aesthetic embellishment through Man's talent: the freeing of precious stones from their rough exteriors to reveal their brilliance and magnificence in bespoke creations. Through the years, Mouawad has created a collection of one-of-a-kind, exquisite high jewelry and masterpiece suites.

Handcrafted with the finest and most unique diamonds and colored gemstones available, these timeless sets have graced many royal courts and have been worn by major celebrities and VIPs from around the globe.



Burmese Fire in Ice Wave

Diamond & Ruby Suite

As remarkably beautiful as it is mysterious, the Burmese Fire & Ice Wave Masterpiece Suite explodes with brilliance and teems with creative inspiration. Encased in a cascading, invisibly-set glacial wave of pristine princess-cut diamonds, the fiery, awe-inspiring 25.28 carats ruby bursts from within its sensual course—only to be held fast by the steely wave's silky embrace.

It's equally stunning companion, an 11.352 carats Burmese ruby that crowns the ring, carries forth the icy, flowing theme—bound to its perch above its smoothly seductive diamond throne. Wrought from Mouawad's imagination and the beauty and mystical powers of nature, the Burmese Fire & Ice Wave Suite is as captivating as it is regal and destined for the hearts of women everywhere.



Dauphine Ensoleillé

Radiant Yellow Diamond Suite

Radiant and exceptionally rare, this shimmering and cheerful masterpiece suite evokes springtime chic with its elegant and playful interlaced design and careful selection of simpatico diamond shapes and sizes.

Handcrafted in 18K white and yellow gold, the suite features 970 blindingly white diamonds and 22 radiant yellow diamonds—totaling 325.627 carats.

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ROLLS-ROYCE MOTOR CARS PHANTOM LIMELIGHT STEALS THE SPOTLIGHT







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Rolls-Royce Motor Cars AGMC unveiled the new limited edition Phantom Limelight Collection, which debuted at the 2015 Shanghai Motor Show, and was available to order in Dubai.

Comprising just 25 vehicles, the Bespoke designers at the Home of Rolls-Royce in Goodwood have used their deep understanding of the habits and behaviours of Rolls-Royce Motor Cars clientele to create a unique collection that appeals directly to the busy lives of ultra-luxury marque's elite clientele.

The Rolls-Royce Phantom Limelight Collection was conceived for that select group of people who spend their lives in the public eye and on the world stage. Its name was inspired by the origin of a British invention which became synonymous with fame. The limelight effect was originally discovered in the 1820s by Sir Goldsworthy Gurney, a prototypical British gentleman scientist and inventor of the Victorian era.

It was harnessed to revolutionise illumination in the theatres of London's Covent Garden, highlighting leading actors on the stage, thus leading to the phrase, 'in the limelight'.

AGMC, the authorised dealership of Rolls-Royce Motor Cars in Dubai, Sharjah and the Northern Emirates, revealed the Phantom Limelight Collection to guests at an exclusive event held in Dubai on May 31st, 2015.

Considering the busy lifestyles of many of its clients, who spend considerable amounts of time travelling in the rear compartment of their Phantoms, the Bespoke design team at Rolls-Royce Motor Cars has created the "Phantom Suite", comprising unique personalised rear door panniers to ensure cherished personal possessions fall easily to hand for preparing for the next engagement, and a new luxury seating configuration in which to relax in before arriving.



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"In creating the Rolls-Royce Phantom Limelight Collection, our designers have delivered authentic luxury by thinking deeply about the lifestyles of the powerful people who operate in the public eye and move swiftly from engagement to engagement as part of their daily life," explains Torsten Müller-Ötvös, Chief Executive Officer of Rolls-Royce Motor Cars.

"The result is a beautiful, discreet motor car in which those for whom the world is waiting can prepare, relax and arrive in the finest luxury and style."

The unique interior features door panniers available with different options for Ladies' and Gentlemen and can also be personalised to suit what particular possessions are required for the occasion. With a concealed compartment that can feature

either three fragrance bottles handmade in the famous Bresle Valley in North West France – home to 75% of the world's luxury bottles for perfumes and spirits, or the passengers finest watches, and compartments with jewellery holders, the unique interior of the Rolls-Royce Phantom Limelight ensures that cherished personal possessions fall easily to hand. The pannier also features houses a universal vanity pouch made of the finest materials, with space for credit cards, business cards, spectacle storage or makeup, whilst Ladies' and Gentleman's Accessory Z-Boxes, constructed from carbon fibre, milled in aluminium and hand covered in the finest leathers.

In addition to the unique, personalised door panniers, Rolls-Royce Motor Cars engineers and ergonomists have worked closely with the medical profession to establish the optimum seat position that relaxes the body most whilst in motion. The



result is the new rear seat to feature first in Phantom Limelight. Also contributing to the passenger's relaxation is the choice of two compartment trims as well as several new Bespoke features. The Light contrast scheme features Seashell with Navy Blue Contrast Leather and Seashell tone-on-tone stitching, whilst the Dark contrast scheme offers Navy Blue with Seashell Contrast Leather and Navy tone-on-tone stitching. Complex embroidery inspired by a diamond shape, in homage to the legacy of great Rolls-Royce motor cars of the past, has been applied to the central seat flutes, door cards, rear console and for the first time to the Picnic Table backs.



Unique to this Collection and a first for Phantom, is a two-veneer finish that shows off the unique skills of the woodworkers at Rolls-Royce Motor Cars. Piano Seashell specific to this collection is applied to the door cappings, blending the veneer with the leather schemes. Smoked Chestnut completes the colour scheme, the first time that this veneer has been used in Phantom.

The exterior of the Phantom Limelight is a rich but stealthy Gala Blue and features a Seashell and Navy Blue hand-painted coachline with a diamond motif, creating a three dimensional illusion. The unique nine-spoke alloy wheels complete the grandeur look of the Phantom Limelight Collection.

Also on display during the exclusive event, was the new Wraith 'Inspired by Film', with its unique two-tone Silver and Jubilee Silver paint scheme and solid-silver hand-cast Spirit of Ecstasy.



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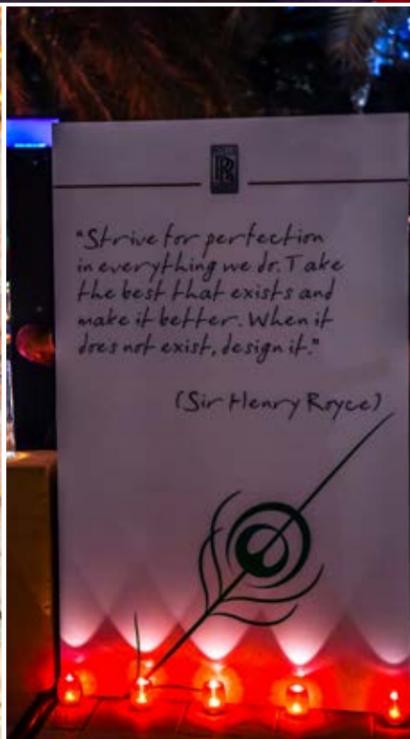
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THE ROLLS-ROYCE MAHARAJA PHANTOM
DROPHHEAD COUPE LAUNCH IN DUBAI.



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The Rolls-Royce Maharaja Phantom Drophead Coupé, a one-of-a-kind Bespoke vehicle created exclusively for customers in Dubai, was unveiled at the Only & Only Royal Mirage.

Inspired by the Golden Age of the Raja, this eye-catchingly beautiful model was conceptualised and hand-crafted by specialists at the Home of Rolls-Royce in Goodwood, England, in honour of India's affinity with the super-luxury marque. 100 years ago, India's Princes and Maharajas collectively engaged in what is described as one of the world's longest relationships with one automobile manufacturer.

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Over a period of five decades, the Maharajas purchased over 840 unique Rolls-Royce motor cars pushing the maker of the 'Best Car in the World' to unprecedented levels of design, engineering and luxury. Now, Rolls-Royce Motor Cars is recreating the golden age of India's motoring heritage through a collection of Bespoke vehicles inspired by the Maharajas' cars, the first of which is the Rolls-Royce Maharaja Phantom Drophead Coupé unveiled in 2014. >>



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Highlighting the exclusivity and unique nature of Rolls-Royce Motor Cars' renowned Bespoke programme, the model has already prompted strong interest from local automotive enthusiasts in Dubai and customers within the Indian community seeking the pinnacle in luxury and individualisation. >>



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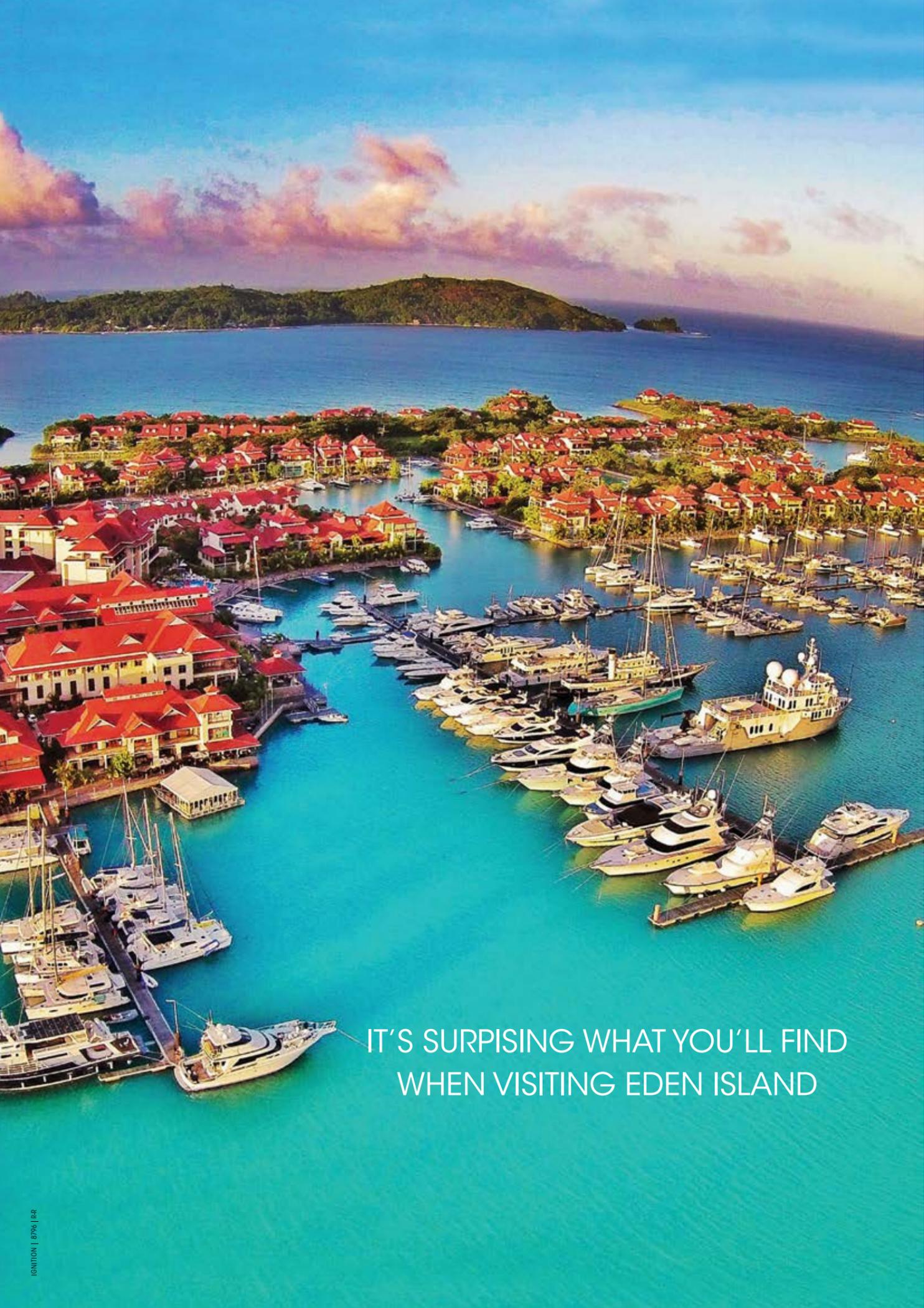
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A host of subtle touches have been added to the Rolls-Royce Phantom Drophead Coupé to bring the Golden Age of the Raja alive in this extraordinary model. The exterior of this Maharaja inspired super-luxury vehicle dazzles in a Carrara White colour, with a Peacock emblem, the national bird of India, completing an Emerald green coachline.

A Deep Green hood retracts to reveal a beautiful deck with a Peacock emblem integrated into the marquetry – a perfect complement to the Peacock detail on the bonnet. The interior continues the striking colour theme by elegantly combining Crème Light leather with Emerald green accents, which is complemented by marquetry inlay on the fascia panel top and arm rests.

More elaborate Peacock emblems can be found embroidered into the headrests in Emerald green and Cobalto blue, as well as a Peacock feather pattern in Seashell stitching on the side and central armrests. The Bespoke Maharaja Peacock clock complements the interior colours with Cobalto blue and Jade elements.

Phantom is Rolls-Royce's pinnacle model and it was created with the desire to build the best car in the world, and as such is a vehicle designed without compromise. When combined with the ability for customisation through the Bespoke Programme, the result is the ultimate in automotive excellence, a modern interpretation of the luxury motor car and number one choice of transport for Dubai's elite.



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Rolls-Royce Motor Cars reaffirmed its mantle as the undisputed pinnacle of Bespoke automotive luxury with the unveiling of Phantom Coupé Tiger; Ghost Golf and Wraith 'Inspired by Music' at the Dubai International Motor Show, on a day that also saw the Rolls-Royce Dawn make its first public appearance in the region.

A selection of motor cars with inspirations ranging from the ferocity of the jungles of India to the serenity of North America's woodland greens; from the anticipatory romance and energetic excitement of a breaking dawn to the myth and legend of the contemporary music scene during the birth of Rock 'n' Roll, fittingly made their entrance in evocatively-

named colours such as: Brooklands Green, Desert Dune, Burnt Orange, Lyrical Copper and Midnight Sapphire.

This quartet of motoring masterpieces, featuring two one-of-one highly Bespoke commissions, a limited-time only 'Inspired By' edition and a brand new model that has been described as 'the sexiest Rolls-Royce ever made', enthralled visitors not only with their ethereal splendour but with their innovative engineering that includes the 'Silent Ballet' of the quietest drophead roof retraction ever and the most exhaustively designed sound system in automotive history, Rolls-Royce Bespoke Audio.



PHANTOM COUPÉ TIGER

The Rolls-Royce Phantom Coupé Tiger draws its design inspiration both visually and spiritually from its animal namesake, conveying its power, grace and ferociousness in an iconic automotive form.

This one-of-a-kind edition features an eye-catching two-tone Burnt Orange and Arizona Sun exterior; reminiscent of the auburn-toned fur of this magnificent creature, highlighted with

a Tiger motif twin coachline. Sleek and poised with a commanding, powerful presence, the Tiger Phantom Coupé features a striking interior of Tan and Seashell leather with hand-stitched embroidered Tiger motif headrests, Moccasin Lambswool floor mats, Maccassar Ebony Veneers and Bespoke Tiger Phantom Coupé treadplates, reinforcing its 'one-of-one' exclusivity.



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DUBAI - The Rolls-Royce Wraith, the most powerful and dynamic Rolls-Royce in history, made its eagerly-anticipated regional debut here in Dubai at AGMC, the authorized dealer of Rolls-Royce Motor Cars in Dubai, Sharjah and the Northern Emirates.

With an elegant fastback design and the ability to accelerate from 0-100 km/hr in just 4.6 seconds, the 624 bhp-model from the world's pinnacle super-luxury marque presents a unique character defined by power, style and drama, and a hint of noir, while maintaining the hallmark Rolls-Royce attributes of luxury, refinement and hand-craftsmanship. >>





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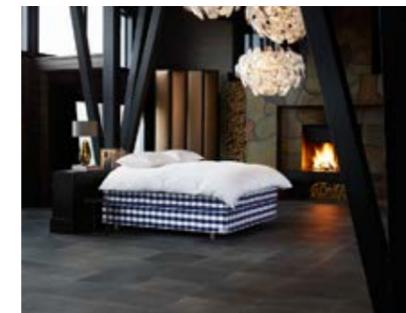
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"Sir Henry Royce, one of the founding fathers of Rolls-Royce Motor Cars, said: "Take the best that exists and make it better: when it does not exist, design it." These words resonate well with Wraith, because it is the most powerful Rolls-Royce ever; the most dynamic Rolls-Royce with the boldest styling. However it is every inch a refined and luxurious model. But there is also an element of the noir; a sense that this is an edgier car than Ghost, or any other car in the Rolls-Royce line-up," Mr. Briscoe added.

In profile, Wraith's sweeping fastback design gives the car its unique character. Bold lines, tension in the panels and a raked rear screen evoke the image of a world class athlete poised in the starting blocks. Further expression of dynamic intent can be seen in Wraith's deeply recessed grille, wide rear track and dramatic two-tone presentation.

Coach doors open to reveal a sumptuous interior complete with softest Phantom-grade leathers and expanses of wood called Canadel Panelling. Named after the famous cove in the South of France where

Sir Henry Royce and his design and engineering teams spent their winters, this contemporary and tactile finish sweeps through the interior; cossetting four occupants in a space bathed in light and warmth.

The interior ambiance is complemented by Starlight Headliner, a Bespoke feature available beyond Phantom family cars for the first time. 1,340 fibre optic lamps are hand-woven into the roof lining to give the impression of a glittering, starry night sky.

Performance delivers on the promise of Wraith's styling. Power delivery is effortless, but dramatic, thanks to a V12 engine married to 8-speed automatic ZF transmission. 624 bhp / 465kW is available to the driver while the 0-60 mph sprint is achieved in 4.4 seconds, compared with 563 bhp / 420kW and 0-60 in 4.7 seconds for Ghost.

From 1,500 rpm 800 Nm of torque is available (780Nm for Ghost), while a wide rear track, shorter wheelbase and lower roof height further contribute to the most powerful, involving driving experience of any Rolls-Royce in history.



The car's suspension has also been tuned to minimise body roll and discreetly amplify feedback when cornering; while steering weight is heavier at high speeds and lighter at low speeds adding to the spirited drive.

However, Wraith is no GT bruiser. Agility improvements have been achieved with absolutely no compromise to the sensation of riding on a bed of air. Furthermore, the debut of Satellite Aided Transmission (SAT) technology takes the powertrain to a new level of effortless delivery, one that perfectly suits the Rolls-Royce brand. Satellite Aided Transmission uses GPS data to see beyond what the driver sees; it anticipates his next move based on location and current driving style, then selects the most appropriate gear for the terrain ahead. Corners, motorway junctions and roundabouts are all anticipated in advance meaning Wraith is constantly poised to deliver on its promise of performance.

A more polished, effortless driving experience and even better response brings a new, more dynamic dimension to the famous Rolls-Royce trait, waftability. For over a century a Rolls-Royce motor car has featured technologies designed to support occupants discreetly, delivering a peerless driving experience epitomised by

the term 'effortlessness'. In every Rolls-Royce these assist the driver when called upon, but are prepared to return without fuss to the background when no longer required.

Advances in mechanical and electrical technology deliver systems like head-up display, adaptive headlights and Wraith's keyless opening boot. But improvements in connectivity have taken the human-machine interface to a new level of sophistication, a suite of aids that could be likened to a contemporary on-board valet. Voice activation commands, for example, come with a one-touch call button located on the steering wheel. A destination no longer requires manual input from a navigation menu and route assistance begins immediately, on-screen and via audio guidance following a voice command such as "navigate to Piccadilly in London."

Additional improvements in communications come in the design and functionality of the elegant Spirit of Ecstasy Rotary Controller. This allows navigation through on-screen functions using a touch pad that features pinch and pull functionality to echo smart phone usage. Letters can also be 'drawn' onto the pad by hand rather than by scrolling through a series of available characters on-screen.

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NATIONAL DAY POLO CUP





On 27th November 2015, AGMC, the sole authorised dealer for Rolls-Royce Motor Cars in Dubai, Sharjah and Northern Emirates, hosted the second UAE National Day Polo Cup at the Dubai Polo & Equestrian Club.

Paying tribute to the heritage of the UAE, the tournament was held over the 44th National Day weekend, inviting Rolls-Royce customers, media and influencers the opportunity to not only celebrate the country's heritage as part of wider National Day celebrations, but also embrace its passion for the equestrian sport of Polo as well.

More than 200 guests attended the event that saw 4 teams including the Bin Draï Polo Team and the UAE Polo Team take part in a polo tournament, which was finally won by the Al Habtoor Polo Team. The 'Most Valuable Polo Patron' award was given to Mohammed Al Habtoor for his ongoing contribution to the sport in the UAE.

In addition, several Rolls-Royce models were on display at the Dubai Polo Club including the Rolls-Royce Wraith 'Inspired by Fashion', Ghost Series II, Bespoke Ghost Golf

edition, and the Phantom Drophead Coupé. Guests also had the opportunity to view an incredible collection of classic Rolls-Royces that were also on display during the day's event.

As well as enjoying the game, guests enjoyed Camel polo and had the chance to take part in competitions for 'Best Dressed', for the chance to win an exclusive Rolls-Royce lifestyle experience – which were won by Wadih Alnajjar in the male category; Sarah Feyling for 'Best Dressed' female and the 'Best Dressed' couple was awarded to Mr. Sunil Deliwala and his partner.

Polo is often referred to as the "sport of kings", and is popular among international royalty, as well as ruling GCC families and other prominent UAE locals. Rolls-Royce Motor Cars has historically been the first choice for international royalty and dignitaries, which further re-affirms the marque's affinity with the luxury sport of polo. After another successful event, AGMC will present the UAE National Day Polo Cup once again in 2016.

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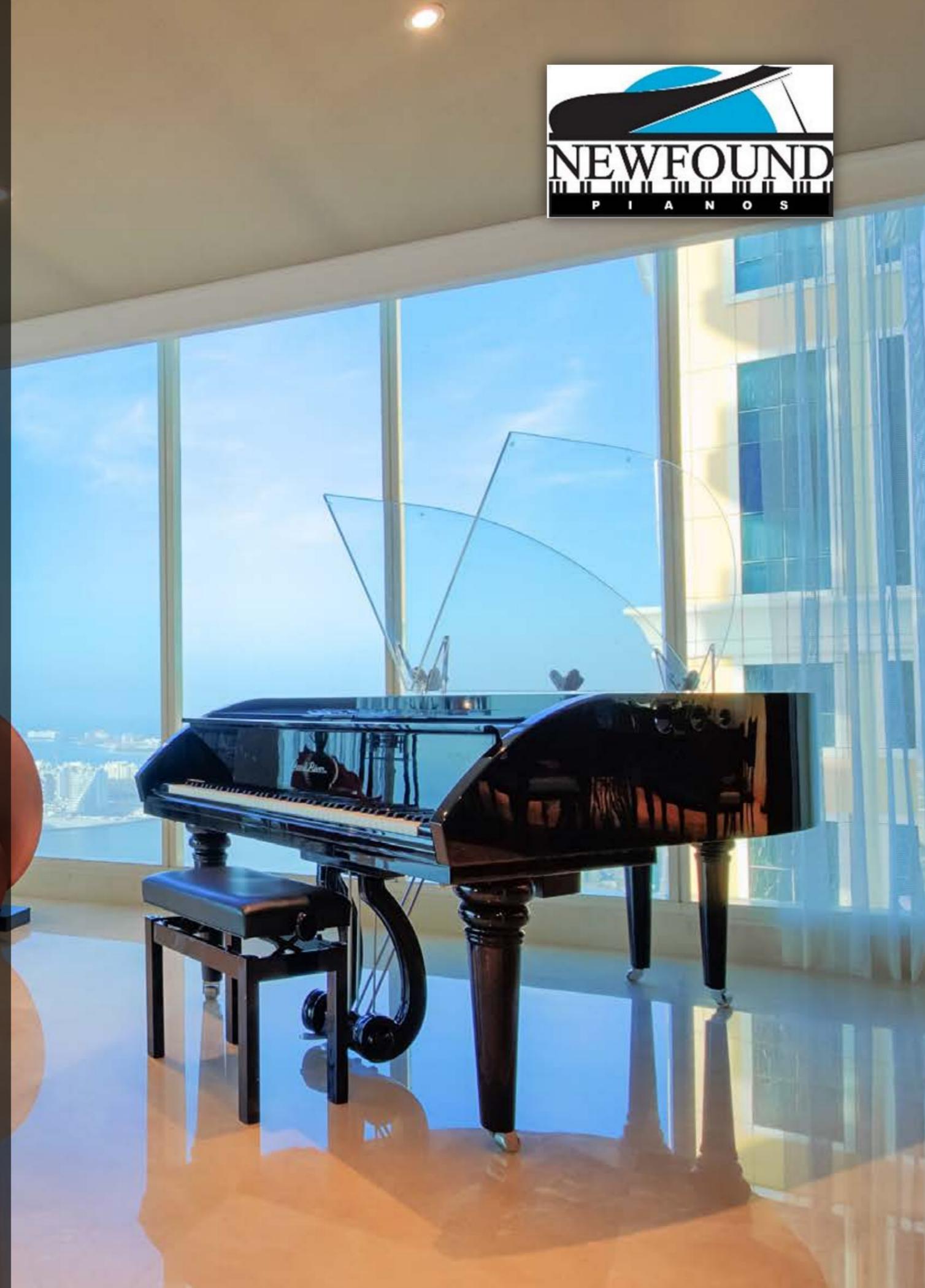
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ROLLS-ROYCE PRO AM GOLF EVENT

Amateurs teamed up with golf professionals for Pro Am tournament followed by an exclusive Gala dinner.

On 10th December 2015, AGMC, the sole authorised dealer for Rolls-Royce Motor Cars in Dubai, Sharjah and Northern Emirates hosted a Pro-Am Golf Tournament at the Emirates Golf Club, inviting some of its valued customers the chance to compete against one another for one day.

More than 80 guests, covering a mix of Rolls-Royce Motor Cars customers and guests of AGMC, were invited to enjoy watching an assigned golf professional and three Rolls-Royce Pro-Am customers as they played, whilst also enjoying a number of entertaining activities throughout the day.

From a 'hit the boat' challenge, cigar rolling, a massage station and a chance to take a photograph with a Dubai desert classic trophy at hole 8; players also took part in a competition to win special prizes by hitting the nearest pin on hole 17 and by bouncing a ball over the lake.

As well as the above, guests had an exclusive chance to view a one-of-a-kind Ghost Golf Edition at the tournament, that was launched exclusively at the Dubai International Motor Show, just two weeks before the Pro-Am Golf Tournament.

Conceptualized by AGMC, and taking more than two years to be realised by a team of craftspeople at the Home of Rolls-Royce in Goodwood, England, the Bespoke Ghost Golf edition takes its inspiration from the fairways to appeal to discerning sportsmen, incorporating design cues and materials that evoke the history of this gentleman's sport.

Aside from the one-off Rolls-Royce Ghost Golf edition, guests were also able to see the Rolls-Royce Wraith and Phantom on display, alongside a coveted collection of classic Rolls-Royces.



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There were several winners throughout the event including Ross Bain, Adil Rashid, Anand Lakhiana and Farhad Lakdawala whose team won first place; Gavin Sutherland, Gurbax Singh and Sadeep Singh and Moshe Kohli who took second place and Joe Marshall, Rohit Rajvanshi, Husam Al Sayed and Bjorn Lenzmann came in third place.

In addition to the tournament's overall winners, Anand Lakhiana and Ryan Smith won nearest to the pin, Naima Maya and Tom Rouke had the longest drives, and Martin Duff 'hit the boat'. The Pro-Am Golf Tournament was hosted for the first time in 2015, but we are very much looking forward to next year already!



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Rolls-Royce Motor Cars Chief Executive Officer, Torsten Mueller-Oetvoes, has announced that the current Phantom will enter the last stages of its celebrated production in 2016. This announcement follows the recent news that Rolls-Royce Motor Cars has begun testing its all-new aluminium architecture, which will underpin every future Rolls-Royce arriving in-market from early 2018.

He also announced that Phantom Coupé and Drophead Coupé models will not be renewed in the future. These two magnificent Phantom models will end their lives with a special collection of only 50 highly desirable cars to be called Phantom Zenith Collection.

The current seventh generation of Phantom started production in Goodwood over 13 years ago and quickly became the foundation upon which the renaissance of Rolls-Royce Motor Cars was built. A magnificent, graceful and powerful statement of the marque's claim to the very pinnacle of super luxury, Phantom VII is now approaching the end of its production. During November this year, the build of the very last Phantom Coupé and Drophead Coupé at Goodwood will be completed. These models will not be replaced. Collectors around the world will be excited to learn that a spectacular collection of 50 unique Coupés and Dropheads, called Phantom Zenith Collection, will be built to celebrate the end of production of these truly exceptional cars. Rolls-Royce will also build the last Phantom VII limousines this year.

Torsten Mueller-Oetvoes said, "I am proud and excited to announce that a new Phantom is on the way – a contemporary and beautiful Phantom enhanced with cutting-edge technologies and design innovations. Any new Phantom is an historic and important moment in automotive history and we are working hard on perfecting the Phantom VIII."

Rolls-Royce Motor Cars reset the benchmark for luxury motor cars in 2003 when it launched Phantom VII, a motor car that has remained the pinnacle of pure luxury for the last 13 years. Over those years Rolls-Royce created many fantastic Phantoms that stunned the world with their

beauty and redefined the notion of pure luxury motoring. Now it is time to take the next step in the luxury journey.

PHANTOM VII – CONTINUING TO SET THE LUXURY BENCHMARK

Even as it prepares to leave the world stage, Phantom VII will continue to set the benchmark for luxury motoring with a number of limited-run collector's pieces, each of which will be the last of their line. To mark their exit, Rolls-Royce Motor Cars' Bespoke design department will create the most highly Bespoke examples of each Phantom model to date – Coupé, Drophead Coupé and Limousine. At the same time the craftspeople who build each Rolls-Royce motor car to roll down the line at the Home of Rolls-Royce at Goodwood are already preparing themselves for the painstaking work that will go into these very special final motor cars.

PHANTOM ZENITH COLLECTION – THE VERY PINNACLE OF AUTOMOTIVE EXCELLENCE

The first of these special collections will be named Phantom Zenith Collection, and will be the last ever Phantom Coupé and Drophead Coupé models available to commission from Rolls-Royce Motor Cars.

"As the name promises, Phantom Zenith Collection will be the pinnacle; the best of its kind; the highest standard achievable by which everything else is judged," comments Director of Design, Giles Taylor. "It will be the sum of all the best features of Phantom Coupé and Drophead Coupé, with a few surprises added. We expect huge demand for these 50 fine cars as we shall not look upon their like again."

Such surprise features will include a Tailgate Hosting Area; laser etched armrests depicting the original launch locations of 100EX in Villa D'Este and 101EX in Geneva; Bespoke instrument dials and a special treatment of the iconic Spirit of Ecstasy figurine. Each customer will also receive a 'money cannot buy' portable memento of his or her purchase, whilst the motor cars will be offered to clients in a palate of memorable colour combinations from Rolls-Royce's history.



**ROLLS-ROYCE MOTOR CARS UNVEILS
‘WRAITH’– INSPIRED BY FASHION’**



Rolls-Royce Motor Cars and the world of Haute Couture have long been bound by a common philosophy – to take the very finest materials and craft them into the most exquisite and desirable luxury goods, appointed to the customer's exact specifications. In this spirit, Rolls-Royce Motor Cars were delighted to unveil 'Wraith – Inspired by Fashion'.

Fittingly, the marque's first showroom in Conduit Street, Mayfair was founded a short step from London's famous centre of tailoring excellence, Savile Row. Here, Sir Henry Royce and his partner The Honourable Charles Rolls echoed the offerings of their illustrious neighbours by providing London's most stylish denizens with the automotive equivalent of the finest cloths; a perfectly engineered Rolls-Royce chassis and running gear. The customer would then call upon their preferred coachbuilder, who would furnish the car with personal touches and accoutrements specified perfectly to their requirements.

A century later, a bold new generation of customers continue to share the same appetite for commissioning expressions of their taste and lifestyle. 'Wraith – Inspired by Fashion' provides a modern take on this grand tradition. Akin to commissioning a fine suit or elegant piece of couture, the journey of creating a highly Bespoke Rolls-Royce motor car begins at the marque's equivalent of the tailor's atelier, the Bespoke Design Studio at the Home of Rolls-Royce in Goodwood, England. Here, the Designers honed the aesthetic theme of the car, drawing inspiration from colour palettes, materials and techniques used in the world of high fashion. The result is an extraordinary interpretation of Wraith's characteristic blend of power, style and drama.

Giles Taylor, Director of Design for Rolls-Royce Motor Cars, commented, "This iteration of Wraith provides a canvas for materials and finishes most commonly associated with the world of fashion. Inspiration was sourced from international catwalks and Bespoke Tailors, resulting in an aesthetically stunning and sartorially on-point motor car."

'Wraith – Inspired by Fashion' two-tone exterior colour scheme of Andalucian White and Arctic White offers a neutral setting for a choice of accent colours, namely Jasmine, Tailored Purple or Mugello Red. Wraith's signature shoulder-line is accentuated deftly with the addition of a hand-applied feature-line in the chosen highlight colour, alluding to the divergent interior of the motor car.

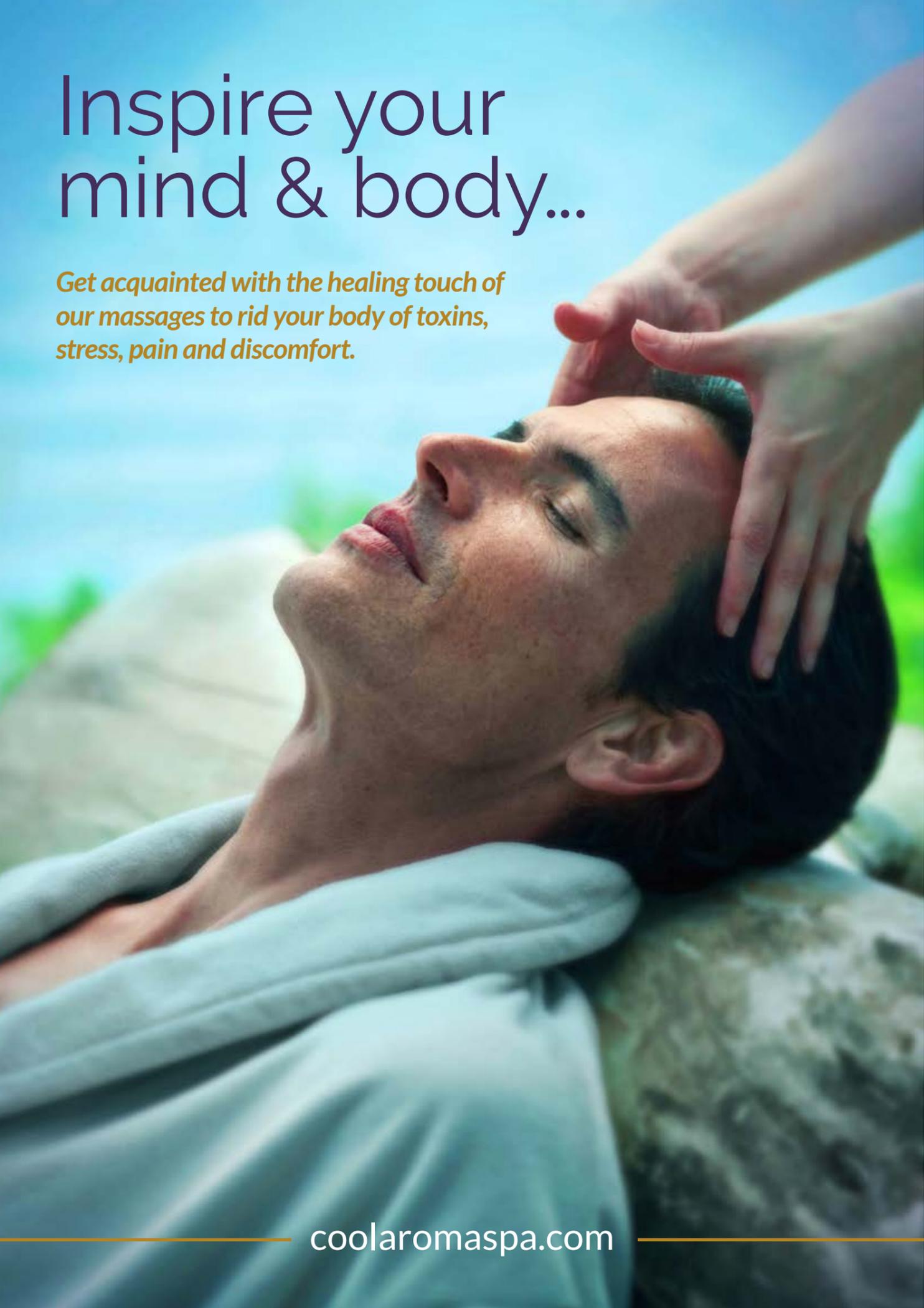
Like the finest Bespoke garments, beauty is found in the subtlest details. On opening Wraith's coach-doors you will find a contemporary impression of the car's classic Arctic White and Black interior colour scheme. Beyond the traditional placement of embroidered headrests, seat stitching and piping, the accent colour has found an elegant new application via a striking two-tone composition steering wheel. A seamless stitch, a highly complex craft technique from the world of fine tailoring, was mastered and applied to the wheel by the craftspeople in the Leather Shop at the Home of Rolls-Royce.

The very finest garments are crafted exclusively from the most luxurious materials – with tactility, comfort and quality as important an attribute as the aesthetic of the piece itself. The Bespoke design team took inspiration from this approach in appointing the car's front and rear door pockets with fine silks, adorned with an abstract representation of the Spirit of Ecstasy with each emblem set precisely at fifty-five degrees to complement the lines of the door.



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The remarkable craftsmanship and attention-to-detail employed in the creation of any Rolls-Royce is evident in the exquisite application of wood to the dashboard, with the lacquering process for 'Wraith – Inspired by Fashion' alone taking nine days to painstakingly complete. This is completed elegantly with the integration of a Bespoke Clock, set as a piece of jewellery, styled exclusively to emit a pearl effect, reminiscent of silk fabrics.

The contemporary fashion theme is completed with the integration of welting, a specialist technique most commonly associated with Bespoke tailoring. Presented as a colourful silk strip, the welting stylishly frames Wraith's signature leather door-panel. To mark the occasion of the creation of this timeless

Wraith, the motor car took part in a landmark shoot on the production line at the Home of Rolls-Royce in the South of England. The luxurious materials and distinctive features presented in the motor car were accentuated by fashion models, set against a backdrop of the hand-made motor cars.

The remarkable success of Wraith in attracting a new generation of successful entrepreneurs to the marque has been underpinned by a surge in demand for Bespoke personalisation – a remarkable 95% of all Wraith motor cars left the Home of Rolls-Royce with an element of Bespoke design last year, giving bold expression to the notion that Bespoke is Rolls-Royce.

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Mari Paulina C. Janiq is the name behind this eponymous British brand. Designer and journalist, she lives and designs in London.



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Text: Caroline Wilson

For more info visit: WWW.MARIIANIQ.COM or call +447951228666 or +447415132355



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ROLLS-ROYCE MOTOR CARS PRESENTS ONE-OF-A KIND GHOST GOLF EDITION AT DUBAI INTERNATIONAL MOTOR SHOW



AGMC, the authorized dealer of Rolls-Royce Motor Cars in Dubai, Sharjah and the Northern Emirates, further reaffirms their position as the pinnacle in automotive luxury as it presents a one-of-a kind Ghost Golf Edition at this year's Dubai International Motor Show, taking place from 10th – 14th November 2015.

Conceptualized by AGMC, and taking more than two years to be realised by a team craftspeople at the Home of Rolls-Royce in Goodwood, England, the Bespoke Ghost Golf edition takes its inspiration from the fairways to appeal to discerning sportsmen, incorporating design cues and materials that evoke the history of this gentleman's sport.

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A breath-taking two-tone exterior featuring a contrast Bespoke paint combination of Brooklands Green and Desert Dune resonates strongly in Dubai, where luscious green golf courses of the highest international calibre are set against the majestic background of the surrounding Arabian desert sands.



Showcasing the breadth of Rolls-Royce's Bespoke offerings, the interior of the car features tri-colour leather in Crème Light, Pine Green and Hotspur Red accented by contrast stitching and seat piping, in addition to Lambswool floor mats, a starlight headliner and Bespoke picnic tables.

A host of subtle golf-inspired features can be found throughout this unique motor car, including door pockets lined with tartan and cross-banded Mahogany veneers using Persimmon wood, a popular material used in the creation of wooden clubs historically. The Golf theme is completed with a pine green steering wheel and personalised tread plates.





"Dubai is home to some of the world's most revered fairways and tournaments including the DP World Tour Championship and Omega Desert Classic – and it is now home to the Rolls-Royce Ghost Golf Edition, the ideal car to complement the sport. Many of our clients see their motor cars as an extension of themselves – which is why we chose to commission such a special Bespoke edition to appeal to those who are avid golf players" said Mamdouh Khairallah, General Manager of Rolls-Royce Motor Cars at AGMC.

Ghost has proven to be no ordinary power and has been the cornerstone of Rolls-Royce Motor Car's success around the world since its launch in 2009. The perfect representation of Rolls-Royce's signature attributes of luxury, refinement and hand-craftsmanship, coupled with the latest in industry-leading technology, Ghost is the ultimate symbol of success for leading entrepreneurs across the region and the world. When combined with the ability for personalization through the Bespoke Programme, the result is the ultimate in automotive excellence, a contemporary interpretation of the luxury motor car and the number one choice in transport for the discerning sportsman.



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ROLLS-ROYCE WRAITH 'INSPIRED BY MUSIC'

Rolls-Royce Motor Cars has contributed to the myth and legend of the contemporary music scene since the birth of Rock & Roll. Over half a century later, this long-standing love affair lives on, with some of the world's most celebrated artists choosing the marque as the ultimate affirmation of their success. In this spirit, Rolls-Royce Motor Cars is delighted to present Wraith 'Inspired by Music'.

Since the launch of Wraith in 2013, customers have been able to commission their Rolls-Royce Wraith with Bespoke Audio; the most exhaustively designed sound system in automotive history. Like every element of a Rolls-Royce motor car, its construction blends the finest components with the skill of the most eminent experts in their field. Now, with Wraith 'Inspired by Music', these characteristics, and the precious materials used in the Bespoke Audio

system, are brought very much to the fore, creating 'the most exclusive music venue' that delivers an unrivalled aural experience. "Wraith 'Inspired by Music' appeals to those looking to Rolls-Royce for unique and creative motor cars. Its effortlessly cool appearance complements the superior Bespoke Audio system; the contemporary use of copper creates an atmospheric setting for the most encompassing music system on the market," commented Torsten Müller Ötvös, Chief Executive Officer, Rolls-Royce Motor Cars.

A Lyrical Copper exterior paint finish, presented with a blend of brushed and polished textures elegantly hints at the use of copper in only the very best audio systems. On opening the car's coach-doors attention is drawn to re-imagined speaker grilles, here presented in copper theme, and engraved with the words 'Bespoke Audio'. The door

panniers and floor mats have been crafted from finely-woven leather to add an additional depth of tactility to the car's interior cabin. Copper-coloured door inserts, which start at the front of the cabin before tapering at the rear, have been included in the design to emphasise Wraith's characteristic internal curves.

A book matched copper finish features for the first time on Wraith's fascia, boldly extending the car's theme. The same copper tone extends to Wraith's signature seat bullets.

The fastidious detail that went into the development of the car's sound-system is employed in every facet of the construction of the car. For example, the chaplets on the clock have been designed and meticulously crafted with a combination of warming copper and silver, whilst the radial

lines of the outer bezel playfully emulate the look and feel of vinyl records. The Bespoke Audio system was created from scratch by a team of the world's very best automotive audio engineers. The two-year development process saw the team work closely with Rolls-Royce interior designers to ensure the system was perfectly tuned to the interior of the cabin. Indeed, this pursuit of aural perfection was deemed so important the interior designers had to consult with the Chief Audio Engineer before making any changes.

The extraordinary clarity of sound and dynamic range is delivered via a 1300W, 18 channel system comprising two highly powerful bass speakers, seven tweeters and seven mid range speakers. Two 'exciter' speakers hand-fitted in the car's headlining play a vital role in bringing the sound to the listener at ear-level; ensuring the output perfectly

imitates the way music is experienced in a live setting. Microphones constantly monitor ambient and exterior noises and will adjust volume and tone settings automatically to ensure no external agent detracts from the user's listening pleasure.

Wraith 'Inspired by Music' completes a trilogy of striking and distinctive Bespoke Collections. The first, Wraith 'Inspired by Film' celebrates Rolls-Royce's long association with the silver screen whilst, Wraith 'Inspired by Fashion' allows customers to commission a true piece of automotive haute couture inspired by the materials and motifs of cutting-edge high fashion.



ROLLS-ROYCE: THE 'ROCK & ROLL' YEARS:

In January 1961, Elvis Presley walked into the Beverley Hills Rolls-Royce dealership. Flush with the success of his music career and a five-year movie deal, he ordered a Rolls-Royce Phantom V; the only motor car in the world that could possibly befit his status as the 'King of Rock & Roll'. From that day on, a Rolls-Royce motor car became the conveyance of choice for the music scene's burgeoning elite.

Many of these cars have taken their place in automotive and music folklore. John Lennon, for example, acquired a Phantom V in 1965. During his ownership he commissioned a number of cutting-edge additions for the time including; a television, portable refrigerator, record player and the first blacked-out windows to appear on a car in England.

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He was so enamoured with the interior comfort of the finest riding car in the world, he is reported to have converted the rear bench-seat into a double bed.

However, it is his car's exterior that ensures its place in the pantheon of famous Rolls-Royces. Not satisfied with the Phantom's stately Valentines Black finish, he commissioned a Dutch art collective to re-paint the car in a psychedelic motif designed to mirror the decorations on fairground caravans. The result was not met with universal acclaim, with Lennon often recounting the tale of a woman who chased the car, shouting, "You swine! You swine! How dare you do that to a Rolls-Royce!"

One particular story resulting from the music world's love affair with Rolls-Royce has segued from folklore to infamy. It concerns The Who drummer, Keith Moon and the night of his 21st birthday at the Holiday Inn in Flint Michigan. Legend goes that a somewhat high

spirited Mr Moon drove his Rolls-Royce into the hotel's swimming pool. This is categorically untrue and is probably an overblown conflation of two stories.

The first, involves a regrettable yet entirely understandable lapse of concentration, with Mr Moon failing to fully secure his Rolls-Royce's handbrake.

Unfortunately he had parked on a slope leading to a half-constructed swimming pool. The car made a characteristically graceful descent down the hill before coming to rest at the bottom of the unfilled pool.

The second is a little closer to the legend. On purchasing a new American car he tried to charge it to the band's account, naturally they refused to indulge his request. Mr Moon expressed his displeasure by parking the car in an ornamental pond before telephoning the dealer to take it away. Not something he would ever have done to his beloved Rolls-Royce.



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Rolls Royce Jonckheere Aerodynamic Coupe 2



AN OPEN LETTER FROM THE CHAIRMAN AND THE CHIEF EXECUTIVE OF ROLLS-ROYCE MOTOR CARS ON THE SUBJECT OF A NEW ROLLS-ROYCE

"The launch of Phantom in 2003 marked the beginning of the renaissance of Rolls-Royce Motor Cars. Since then, we have set a new benchmark for what a super-luxury car should be – unique, hand-crafted, beautiful and rare. Often imitated, Phantom has never been equalled and continues to be hailed as 'The Best Car in the World' by our customers and media alike.

Twelve years later, after the introduction of successful new models like Ghost and Wraith, Rolls-Royce stands proudly at the pinnacle of British luxury manufacturing, confirming our custodianship of this precious marque. Now we have reached another seminal moment in Rolls-Royce's 111-year journey. Today we confirm that we are developing an all-new Rolls-Royce with exceptional presence, elegance and purpose: a car that offers the luxury of a Rolls-Royce in a vehicle that can cross any terrain. A car that meets our customers' highly mobile, contemporary lifestyle expectations. A Rolls-Royce that is as much about the pioneering, adventurous spirit of Charles Rolls as it is about Sir Henry Royce's dedication to engineering and innovation. A car that appropriately reflects Rolls-Royce's brand promise of effortless luxury. A high-bodied car, with an all-new aluminium architecture. A unique new motor car worthy of carrying the Spirit of Ecstasy into the future.

This new Rolls-Royce will be Effortless... Everywhere.

Many discerning customers have urged us to develop this new car – and we have listened. At Rolls-Royce Motor Cars we are uniquely focused on the desires of our customers and are driven by our own thirst to innovate. So we challenged our engineers and design team, led by Director of Design Giles Taylor, to create a different and exceptional new car. This car will embody all the values and capabilities that drove our two Founding Fathers to secure Rolls-Royce's reputation, early last century, by taking top honours in rigorous overland adventures such as the Scottish Reliability Trials, the London to Edinburgh event and the Alpine Trials.

History sets our precedent and our future calls us to action. This new journey begins now. We will take our time in developing and perfecting this new concept in luxury. We will include our customers, enthusiasts and media along the way and will keep you informed of our progress. Until then, rest assured, we are creating a motor car in the greatest traditions of our marque."





'Contemporary interior designs that stimulate the senses...'

When ALBAL Design was first created, by its founder Noura Abdullah AIGhandi in 2009 her focus was initially directed into product design, namely jewelry.

Over the last seven years her passion for design has subsequently moved towards Interior Design both residential and commercial.



Today ALBAL Design has evolved into a design studio also working with Architectural Design and Yacht Interior Design Services, which is now taking the lead within our Dubai Design Studio – based in the innovative Dubai Design District, UAE where designers and artists from around the globe along with creative thinkers come together in an eclectic vibrant community.

ALBAL Design Studio has a growing dynamic design team of talented multinational individuals, offering Interior Design Services throughout the UAE and abroad – delivering design concepts across the sectors of Residential properties – Villas; Penthouses; Apartments; Hospitality; F&B; Retail and Yacht renovations which extends out to the international yachting industry worldwide.

At ALBAL Design Studio
"we believe in the freedom to express one's love for creativity..."

Whilst ALBAL Studio is primarily a brand for contemporary interior design, ultimately we are developing our passion further into product design and working in collaboration with international talented professionals to create unusual product pieces.

When we work on a project that is within the residential and personal spaces of our clients' lives, we like to introduce new and exciting aspects into the design concept.

Luxurious and fabulously hand crafted water jewels as exquisite designs for that most intimate of spaces ~ the bathrooms, is one of the ways in which we achieve this, together with our partner designer based in Italy.



As a final finishing touch of pure luxury, elegance, art and absolute individuality ~ 'Lilou Water Jewels' are the ultimate accent which speaks in a whisper, but exudes passion and the personal love of beautiful things.



OUR VISION

Our philosophy and inspiration for creating and developing unique design concepts and bespoke designs, both Architectural and for the Interior Designs we offer to our clients, are borne out of a desire and the vision to "tell the story" behind each project. We believe that every client has a story to tell which has triggered their desire to have their space created for them from zero. During a design consultation with our clients, their story flows naturally from each one to our creative team through the use of 'Visual Literacy' as a part of the ALBAL design process, which works in harmony with creative thought and the clients' individual lifestyle.



OUR SERVICES

We pride ourselves on maintaining great client relations and with this in mind we offer our clients a full "one-stop-shop" service, paying attention to the finest details as we aim to take away all the associated stresses of a project and give total piece of mind to our clients.



Some of the key services, which we offer that define exactly who we are at ALBAL Design Studio and the difference we make to our clients are:

- Interior and Architectural Design Concepts
- Landscaping designs and installations
- Full project supervision
- Project Management
- 2D, 3D and a 360 degree walk through
- Creating eclectic artworks which give life to the home / space & portrays corporate identity
- Fit-Out and full Turnkey for projects
- Automation Systems for Residential and Commercial Properties
- Procurement of home decor, furniture, accessories as personalized services
- Daring to step away from the norm to offer true originality

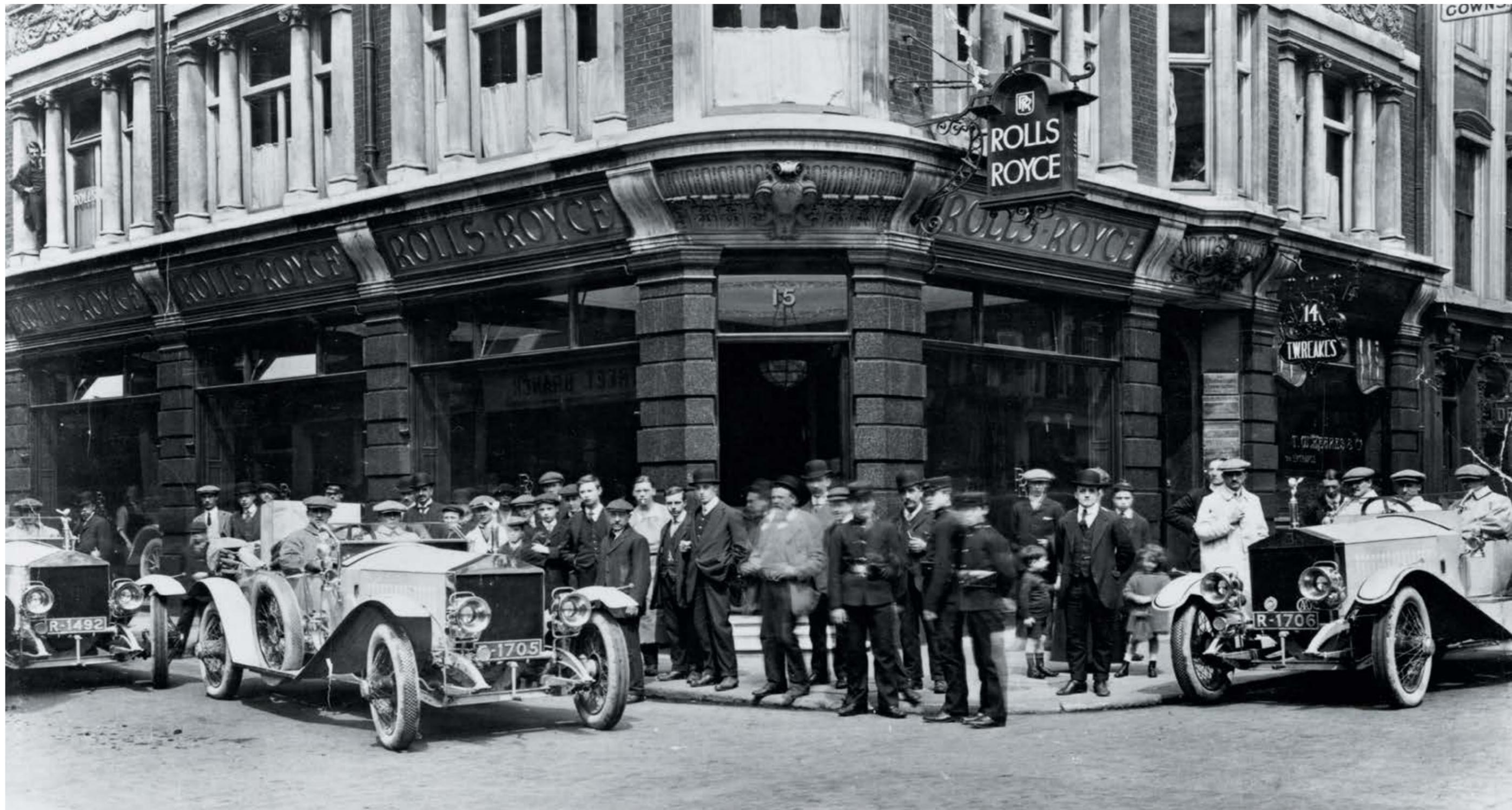
"everything you can imagine is real"

- PABLO PICASSO



ALBAL Design Studio is like no other ~ at ALBAL we set the pace on design concepts, we don't follow the race. We are creators of innovative vision in luxury lifestyle living taking that to another level.

We embrace the five senses of life to create ~ we design because we exist and we exist because we design.



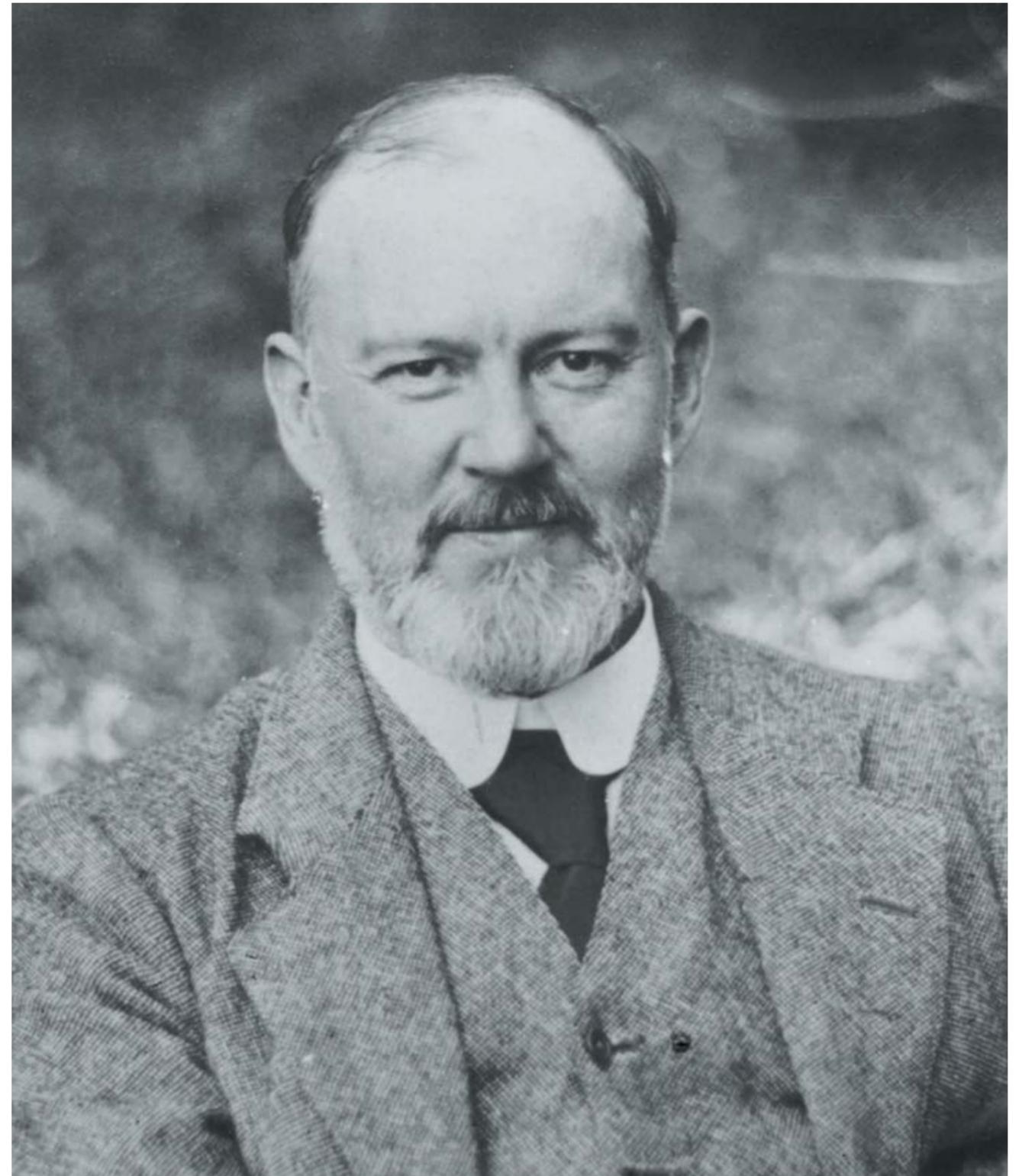
THE BEGINNING

Rolls-Royce Limited was created over a famous lunch in May 1904. Henry Royce, a successful engineer, struck a deal with Charles Rolls, owner of one of the first car dealerships. The rest is history. The ensuing series of two, three, four and six cylinder cars broke the mould for engineering and craftsmanship. The Silver Ghost, launched in 1907, was a car of legendary smoothness that completed a 14,371 mile virtually non-stop run, creating 'the best car in the world' legend.



THE FOUNDERS - CHARLES ROLLS

Charles Rolls studied mechanical engineering at Cambridge. The first undergraduate to own a car, he soon began racing. To fund his passion he set up a dealership, selling mostly foreign cars. His search for a supplier of reliable English cars led to his introduction to Henry Royce. The first aviator to complete a double-crossing of the English Channel, he was killed in a crash at an air show in July 1910.



SIR HENRY ROYCE

Known for his attention to detail and pursuit of perfection, Henry Royce registered his first patent (the bayonet lamp socket) in 1887. His company produced dynamos, electrical motors and cranes. Dissatisfied with his Decauville, Royce decided to improve on it and turned his attention to building the best cars in the world. By 1903 he had designed and built his first engine. His first prototypes took to the road in 1904.

'BLACK BADGE'
A DARK, EDGY, LIFESTYLE STATEMENT
FROM ROLLS-ROYCE MOTOR CARS

“ Black Badge is an attitude to life, an aspect of the Rolls-Royce brand that appeals to those people who are elusive and defiant, the risk takers and disruptors who break the rules and laugh in the face of convention. They are driven by a restless spirit. They play hard and they change the world. Technically and aesthetically Black Badge is the alter ego of Rolls-Royce, darker, more assertive, more confident and powerful, and more demanding. With Black Badge we have created the most commanding presence on the super-luxury landscape. It is a truly transformative moment for our great brand. ”

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





Sir Malcolm Campbell, Howard Hughes, Keith Moon, Yves Saint Laurent, Muhammad Ali and our own Charles Rolls to name a few. Young gentlemen in a hurry, driven by their restless spirits to change the world in their own way. Untrammelled by social convention, these disruptors lived life on the edge, believing the ultimate power to be self-empowerment, pushing every boundary to realise their personal vision. Glamorous and daring, they lived fast, worked hard and played hard.

Today's generation of young, self-empowered, self-confident rule-breakers are just as uncompromising and unapologetic in their choice of living and lifestyle as their predecessors. They follow the road less travelled, live the unconventional life, darkly obsessed by their own pursuits and accomplishments from which they derive a pure adrenaline rush.

Their life is their entertainment, and they live it on their own terms. And when the day is done, and the battle is won, these supremely confident people engage with the night, they go where it leads, and take all it has to offer as their just reward.

As demanding in their lifestyle as they are in their life pursuits, these highly-driven people insist on great substance from any symbol of their lifestyle. More and more, such individuals wish to demonstrate their success through a symbiosis between their life's work and their chosen brands.

Over the last years, many such individuals have gravitated towards the revitalised Rolls-Royce Motor Cars as the brand most appropriate to encapsulate their truly individual lifestyles, much as their celebrated predecessors did in days past.

Always pushing their own boundaries, they have asked Rolls-Royce Motor Cars to do the same. Excited by the infinite possibilities that its Bespoke approach offers, they have asked the marque "to produce a Rolls-Royce like no other, a Rolls-Royce that not

only appeals to, and projects, our sensibilities, but is fundamentally different – like us."

And, always ready to deliver a truly Bespoke answer to meet the customer's desire, Rolls-Royce Motor Cars has once again demonstrated its true luxury credentials as the world's leading super-luxury brand. Rolls-Royce has transformed the very icons of its brand to access a darker side of its character more suited to this breed of successful people.

The result is Black Badge.

An alter-ego for a new breed of customer

Rolls-Royce Black Badge speaks to the darker, more assertive, confident and demanding aesthetic of these customers. As a truly Bespoke response to their desires, the interplay of brand and customer has had a transformative effect on the appearance and substance of Rolls-Royce Ghost and Wraith. The result is Ghost Black Badge and Wraith Black Badge.

"Today, I am announcing that Rolls-Royce Motor Cars will create a permanent Bespoke series of motor cars for a group of young, driven, self-made people that will make a bold and edgy lifestyle statement about their lives," commented Torsten Müller-Ötvös, Chief Executive Officer, Rolls-Royce Motor Cars. "In an unprecedented collaboration with these new customers, Rolls-Royce has confidently created 'Black Badge', the ultimate in pure luxury style and engineering substance. Technically and aesthetically 'Black Badge' is the alter ego of Rolls-Royce Wraith and Ghost; darker, more assertive, more confident and powerful, and more demanding. With Black Badge we have created the most powerful presence on the luxury landscape. It is a truly transformative moment for our great brand."

Giles Taylor, Director of Design, Rolls-Royce Motor Cars commented, "In creating Black Badge, we were conscious of satisfying the different demands of these new customers. Not only did they demand an



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alternative image for themselves, they demanded authentic Rolls-Royce engineering substance to underpin it. As a result, the Black Badge Spirit manifests itself through a series of carefully considered design elements which together express a darker luxury sophistication. New material accents and tonalities are combined to accommodate the tastes of those fast-moving customers who adopt a strident approach to life's finer challenges."

With this manifesto as their departure point, Rolls-Royce designers, engineers and craftspeople set to work transforming Ghost and Wraith in subtly different ways. Their intent was to deliver darker, more assertive and more focused Black Badge alter egos that differ from each other as much as they do from their siblings. The result? Two cars that at first glance offer very distinctive, common visual cues to their nature. But below the surface these are two very different beasts of the night.

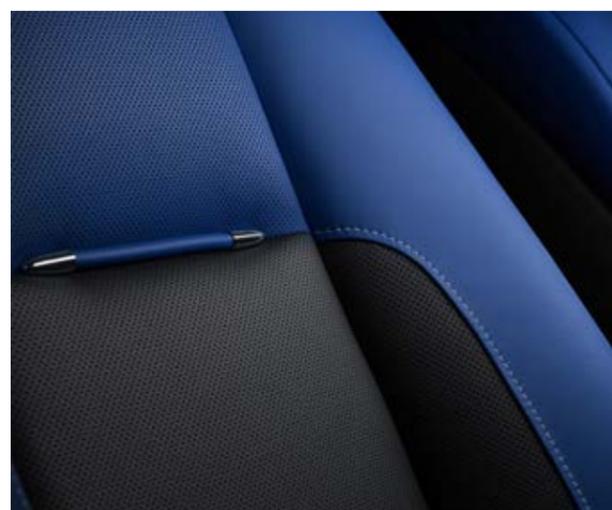
The substantive transformation of an icon

Together with the Parthenon Grille, the famous Double R logo and the Spirit of Ecstasy are the very embodiment of the Rolls-Royce brand. However, these treasured symbols of the marque have been willing to change their identity in appropriate circumstances before. For example, in 1933, in a move that signalled the truly Bespoke nature of the company from an early stage, Sir Henry Royce himself changed the Double R badge from the traditional Red-on-Silver to Black-on-Silver to ensure it would not clash with the paintwork colour choice of high-profile customers including the then Prince of Wales.

The iconic Spirit of Ecstasy figurine has, over the years, also gone through a number of iterations both in design and materials used. She has been large and standing, kneeling and inclined forward to indicate higher performance; she has been made of gold, silver, crystal and stainless steel, and has been bejewelled, lit and uplit. Now the Spirit of Ecstasy and the iconic Double R lead the way once more as Rolls-Royce enters the alternative reality of 'Black Badge'. On the surface of it, both Ghost Black Badge and Wraith Black Badge go through a very similar transformation.

The transformation begins with the 'Flying Lady' who changes neither in design, posture nor material, but in colour to represent the owner's dark obsession. She mutates into a high-gloss black vamp, proudly scything through the night-time cityscape. The transformation pervades the other iconic symbols of the Ghost Black Badge and Wraith Black Badge. The Double R badge on the prow, flanks and aft of every Black Badge motor car invert to become silver on black, whilst chrome surfaces such as the front grille surround, boot lid finisher, lower air inlet finisher and exhaust pipes, turn dark.

The power of Black Badge communicates itself into the ground through new composite carbon fibre and lightweight alloy wheels unique to each Ghost Black





Badge and Wraith Black Badge commissioned. Developed by Rolls-Royce over four years, the new wheels feature 22 layers of carbon fibre laid in three axes, and folded back on themselves at the outer edges of the wheel rim to provide 44 layers of strength.

Further strength is added via the 3D forged, aircraft-grade, aluminium hub which is bonded to the rim using aerospace strength titanium fasteners. Black Badge will bring the colour black to new levels of

intensity. The multiple layers of paint and lacquer that go into creating Black Badge Black are repeatedly hand polished – the most exacting painting and polishing process ever used for a solid paint colour. The result is the deepest, darkest and most intense black ever seen on a production car surface. However, as Bespoke is Rolls-Royce, clients will of course be able to specify whatever colour they wish for the exterior colour and interior leather colour of their Ghost Black Badge or Wraith Black Badge.

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