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## ROLLS-ROYCE MOTOR CARS AGMC

The sole and authorised representative for Rolls-Royce Motor Cars in Dubai, Sharjah and the Northern Emirates. As AGMC concluded its 40th year, it looked back at all the great milestones and achievements over the past four decades. For over 12 years, AGMC has become the exclusive home of what is the pinnacle of automotive luxury, Rolls-Royce.

Now, AGMC has come to be one of the top five markets in the world for Rolls-Royce sales. AGMC is passionately committed to the communities it serves, implementing a series of marketing activities and sponsorships that demonstrate its belief in the value and potential of the region.

Currently, Rolls-Royce AGMC has 3 sales and service facilities across Dubai, Sharjah and the Northern Emirates. These include the world's first Rolls-Royce Boutique located in City Walk, their flagship showroom on Sheikh Zayed Road, which includes a Rolls-Royce dedicated state-of-the-art aftersales facility, and a Provenance showroom in Sharjah.

Mamdouh Khairallah  
General Manager  
Rolls-Royce Motor Cars Dubai AGMC





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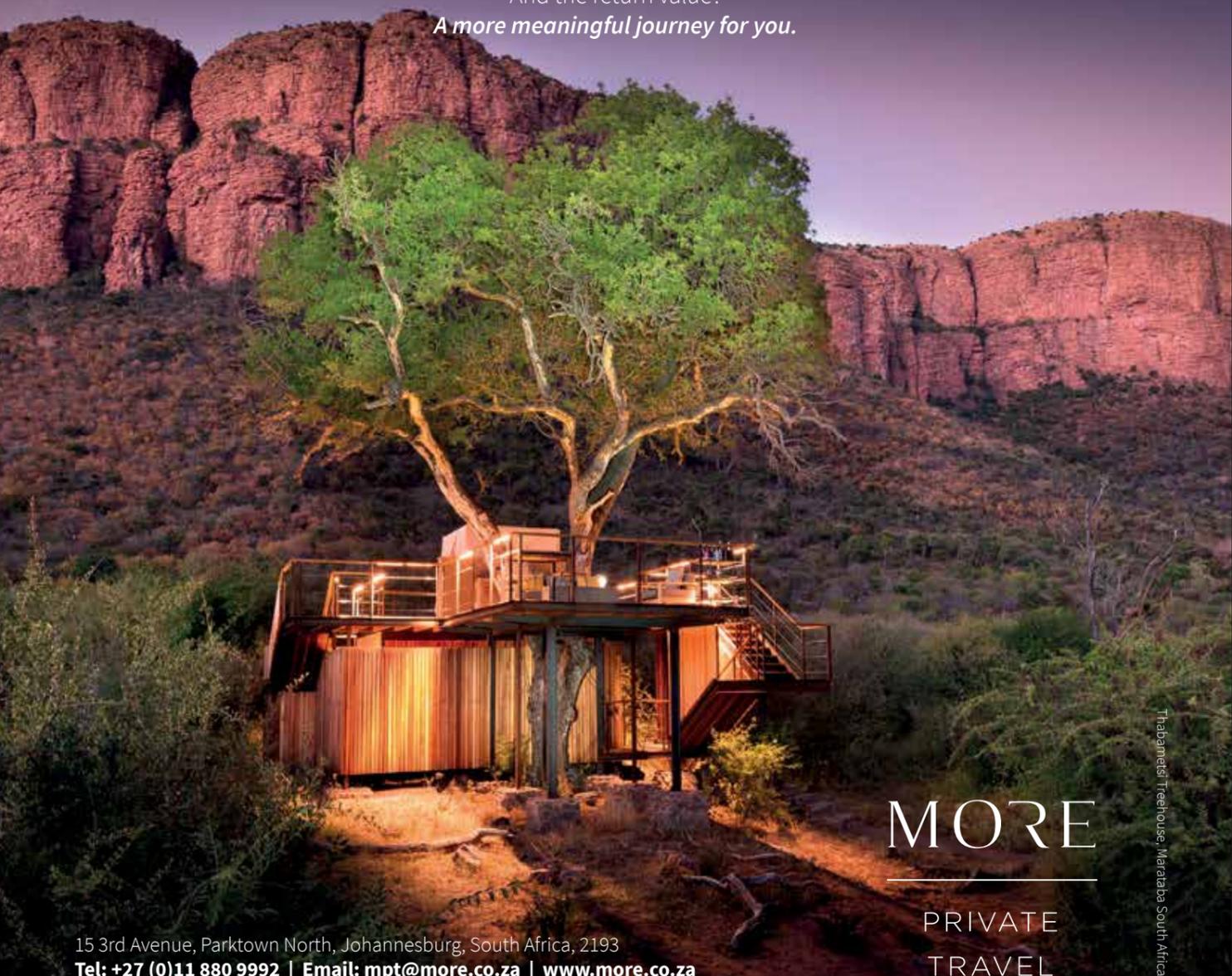
With its origins in MORE, hosting guests of this family-owned safari lodge and boutique hotel collection, MORE Private Travel has come to understand what it is the individual is searching for. Be it adventure, family time, wellness, romance, solitude, giving back...

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# MORE

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PRIVATE  
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**ROLLS-ROYCE DUBAI AGMC PRO-AM EVENT AT  
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Welcome to the Rolls-Royce Motor Cars AGMC  
Golf Pro-Am 2018



The Pro-Am Golf event took place on the 11th of November at the Trump Golf Club, members received bespoke awards during the gala dinner at the end of the day.



Headquartered in Dubai, arguably the luxury capital of the new world, Sobha Realty brings you an exquisite and rare collection of coveted real estate at the most sought-after locations in the world, offering unmatched experiences for those who seek the finest, including an eclectic gathering of royalty and modern-day czars. Artfully created by master designers and crafted to the highest level of detail, these developments set the benchmark for the world's finest real estate.

Sobha Realty is the personal obsession of the Founder & Chairman, Mr. PNC Menon, founder of one of the world's most successful and respected real estate companies – the Sobha Group. The legend was born way back in 1976 in Oman where Mr. Menon established the roots of company with very humble beginnings but with a passion and determination to create the very best in terms of quality and craftsmanship. Within a very few years through sheer perseverance and demonstrated excellence, the company went on to work for the royalty of Oman, Bahrain, Brunei, Qatar and the president of Tajikistan. He spent the most glorious part of his career designing and developing palaces, royal facilities and mosques. The Grand Mosque in Muscat bears testimony to his work. Over the course of 8 years, he developed a strong bond with Oman, a country which provided him with a strong foundation and “backbone” that has enabled him to achieve greater success in the years ahead. In 1995, he and his family were granted Omani citizenship. This recognition symbolizes Mr. Menon's strong and lifelong connection with the Gulf. Mr. Menon expanded his business footprint in 2003 to Dubai, the business capital of the Middle East. Dubai's world-class infrastructure, sustainable economic growth and access to international talent made this an ideal location to establish SOBHA Middle East, a privately held company with plans to diversify across GCC and some other regions in Asia and Europe with focus on luxury residential development, construction, glazing, metal works and furniture manufacturing.

Today, Sobha Realty is the foremost backward integrated company known in the world with all the key competencies and in-house resources to deliver a project from conceptualization to completion. With a reputation for unmatched construction and interiors, as of September 2017, Sobha Group in India has completed about 95 million square feet of area.

With a 40-year tradition of developing world class homes and offices, our founder decided it was time to raise the bar even higher. Focusing on his belief that the 3 key elements that make a great home are great design, unmatched service and uncompromising quality, Mr. Menon seeks to create sublime environments that would be home to the world's most discerning. With a single-minded focus to build a brand that consistently delivers the highest level of design, workmanship, and service, he pursues his vision to create the very best, for the very best. Mr. Menon personally spends countless hours traversing the globe understanding trends and evolutions in living. Imbibing the best of Asian hospitality and Western aesthetics, he lives and breathes the values of Sobha Realty with an almost monastic devotion.

With Sobha Realty, we present homes which embody the founder's vision of the finest in luxury living.

Mr. PNC Menon, Founder & Chairman of Sobha Realty



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AGMC NAMED 'BEST BESPOKE DEALER' AT  
ROLLS-ROYCE REGIONAL DEALER CONFERENCE





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AGMC, the authorised dealer of Rolls-Royce Motor Cars in Dubai, Sharjah and the Northern Emirates, took home two prestigious awards at this year's Rolls-Royce Regional Dealership Conference and Awards.

AGMC was presented with the 'Spirit of Ecstasy Award for Best Bespoke Dealer' while the 'Certificate for Excellence in PR' was presented to AGMC's Natalija Norikova.

AGMC was awarded the highly-coveted 'Best Bespoke Dealer' prize which highlights its excellent Bespoke performance throughout 2017 and in particular the creation of two unique Rolls-Royce commissions it created last year - the Spirit of Calligraphy Rolls-Royce Ghost and the Rolls-Royce Dawn Orchid Yellow.

Unveiled at last year's Dubai International Motor Show, the Spirit of Calligraphy features the iconic words of Sir Henry Royce - "Take the best that exists and make it better. When it does not exist, design it" - written in Arabic and shaped into the Rolls-Royce's famous flying mascot, the Spirit of Ecstasy, by renowned calligrapher Khalid Al Saei.

The car was hand-built at the Home of Rolls-Royce in Goodwood, England, after its design was conceptualized by the brand experts at AGMC.



The Rolls-Royce Dawn Orchid Yellow is one of AGMC's most striking commissions. Featuring a gold Rolls-Royce Spirit of Ecstasy motif, the convertible coupe's yellow body paintwork is matched with a black hood to create an eye-catching colour scheme. The interior features the gold Spirit of Ecstasy inlaid on Piano Black above the glove box while the four luxurious seats are covered in Anthracite and Golden Sand leather with the Rolls-Royce monogram featured in all four headrests.

Mamdouh Khairallah, General Manager of Rolls-Royce Motor Cars AGMC said: "Winning the 'Spirit of Ecstasy Award for Best Bespoke Dealer' at this year's Rolls-Royce Regional Dealership Conference is a wonderful achievement for AGMC."

"This award means a great deal to everyone at AGMC as it shows the great effort, commitment and talent that went into creating these two stunning Rolls-Royces."

"Both cars are works of art. The Spirit of Calligraphy seamlessly combines the history and tradition of Rolls-Royce with the heritage and culture of the region, while the Dawn Orchid Yellow demonstrates the marque's ability to create a brave, new, and modern vision of the future."

"Everyone at AGMC is equally as proud of Natalija Norikova, who has consistently performed her duties with exceptional skill. Her award of 'Certificate for Excellence in PR' is a fitting reward for her dedicated and hard work."



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

Oxford English Dictionary definition Luminary: 1) A person who inspires or influences others, especially one prominent in a particular sphere. 2) A natural light-giving body, especially the sun or moon.

In a bold expression of dynamic luxury, Rolls-Royce unveils the Wraith Luminary Collection. Inspired by those who lead where others follow, the Wraith Luminary Collection will light the way for the luxury trailblazer. In response to an ongoing global demand for Rolls-Royce Collection Cars, the marque has created a Limited Collection of just 55 of these spectacular Wraiths.

These motor cars join the highly exclusive ranks of collectible Bespoke masterpieces, envisioned by the Rolls-Royce Bespoke design team and collected by Patrons of true luxury all over the world. Torsten Müller-Ötvös, Chief Executive Officer, Rolls-Royce Motor Cars, commented, "Wraith Luminary is a stunning Collection Car.

It speaks directly of our contemporary Rolls-Royce brand – progressive and trailblazing; the pinnacle in hand-crafted luxury. This is a motor car that celebrates visionaries who achieve eminence in their respective fields. Indeed, this collection is for the world's luminaries."

The heady shade of the golden hour's sunrays inspire this newly developed exterior paint, Sunburst Grey. One is met by a flat grey that enlivens when awoken by the sun, rich copper tones, emitting a deep emotive warmth. Further intrigue is added by a hand-painted Sunburst Motif coachline, hand-painted Wake Channel Lines on Wraith's bonnet and pinstripes applied to the wheel centres, each in Saddlery Tan, bearing reference to the colourway of the interior leather.

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

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

Taking nearly 20 hours to configure, eight shooting stars fire at random, predominantly over the front seats, in recognition of Wraith's owner-driver appeal. Wraith Luminary's cockpit is trimmed in Saddlery Tan, though the rear seats contrast in Anthracite leather, thus highlighting the prominence of the driver's position. Contrast piping and stitching masterfully marry the front aesthetic to the rear. Alternatively, a more dramatic contrast can be selected by specifying Seashell coloured leather in the rear, both of which will be perfectly coalesced by the inclusion of a two-tone steering wheel. The Rolls-Royce Bespoke Collective continually seeks inspiration from external trends and influences.



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In a progressive step, the application of hand-woven stainless steel fabric, a highly contemporary and innovative new technique in luxury craft, is appointed to the central transmission tunnel and door panniers, contrasting the Tudor Oak wood and Saddlery Tan leather. Incorporating strands which are 0.08mm – 0.19mm in diameter, this technical fibre is woven in a pattern oriented at precisely 45 degrees, to complement the lines of the interior and provide a uniform appearance throughout the passenger compartment when viewed from either side. Taking three days to produce in a 'clean room' environment, the fabric is manipulated to cloak the centre console, modified from use in an industrial environment to create a finish befitting the interior of a Rolls-Royce motor car, refracting the light of the unique illuminated paneling in the doors.



As a final touch, the car's tread plates bear the provenance of this unique collection.

'WRAITH LUMINARY COLLECTION –  
ONE OF FIFTY-FIVE'  
is engraved in hand-polished stainless steel.

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

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*1. Can you explain what RIF Trust is all about, what is the vision behind it and how was it created?*

RIF Trust, a Dubai-based company, specializes in assisting private clients from around the world with obtaining a second citizenship, a new residency permit, or special visas, through investment and/or donation based programs. My partner David Regueiro and I founded the company in 2013 as we saw a growing need for a reputable and ethical company offering these services. Our vision is simple but ambitious - to be the world leader in this specialized industry.

Operating mainly from a Middle Eastern country, we have seen a huge demand from private clients who want increased mobility, the freedom to live, work and have their children educated in various countries, and for the ability to open a business in different jurisdictions. We want to help our clients obtain the citizenship and residency they deserve. Having recently merged with Latitude Consultancy, an EU-based company, we have broadened our global coverage and, in addition to our Dubai office, we are now located in Lebanon, Jersey, Malta, Cyprus, South Africa, the Cayman Islands, Brazil and Canada.

*2. At what point is RIF Trust right now?*

Our private client practice has seen exponential growth so we are at a great point right now. Our merger with Latitude Consultancy earlier this year has catapulted us to the forefront of the industry as it

contributed to our global expansion and increased the number of programs that we are able to offer our clients. Our employees consist of 17 different nationalities and we proudly serve clients in 14 different languages. Our Government advisory team is now working at a more strategic level with the design and implementation of new programs which are helping countries attract the global elite and their capital.

*3. What are your clients looking for when they get in touch with RIF Trust for first time?*

Our clients are looking for safety, security, ease of travel and greater opportunities for their children. This includes a better overall quality of life and access to first class educational opportunities.

The majority of our clients hold a passport that affords very little visa-free travel and even restricts access to certain countries so they need greater global mobility. They are also looking at asset protection, diversification of their business investments and access to some of the fastest growing economies in the world.

When clients first get in touch many are not aware of the intricacies of the available Citizenship and Residence-by-Investment programs so our first meeting usually involves an overview of the pros and cons of each option.

*4. What are the benefits of having a second passport and who can apply for it?*

We live in an increasingly globalised world, with greater mobility, connectivity and distribution of wealth. Residence and citizenship have become mainstream topics among the growing number of international private clients who are seeking opportunity and greener pastures abroad.

The world is a precarious place at times, so wealthy families will naturally seek an insurance policy in case the world around them suddenly changes.

Holding a second passport is similar to holding a life insurance policy, you hope your family never has to use it but you are certainly glad you had the foresight to obtain it and ensure your family is well looked after. Similarly with a second passport they now have a safe alternative country to reside in should the need ever arise.

Lastly, a new citizenship or residence is a very personal matter, and every individual's situation is unique.

For any of your readers wishing to improve their life and financial circumstances, we encourage them to contact us directly on [riftrust.com](http://riftrust.com).



## ROLLS-ROYCE MOTOR CARS AGMC LAUNCHES CULLINAN DRIVE-THE MOST ANTICIPATED DRIVE EVENT OF THE YEAR IN DUBAI

United Arab Emirates, Dubai, 29th October 2018: Rolls-Royce Motor Cars AGMC launched the most anticipated automotive luxury drive event of the year in Dubai - the AGMC Cullinan Drive.

VIP customers, invited guests, social media influencers and the editors of Dubai's top motoring and lifestyle titles were invited to the exclusive event to experience Rolls-Royce's most anticipated vehicle that combines the finest materials in the world with the ultimate 'Magic Carpet Ride' driving experience over every terrain.

The pinnacle of Effortless Everywhere, the AGMC Cullinan Drive, which took place from 20-25th October, explored the urban beauty of Dubai's city streets.

Mamdouh Khairallah, General Manager, Rolls-Royce Motor Cars AGMC: "The Cullinan is the culmination of Rolls-Royce's proud legacy and traditions coupled with the demands of today's customers who desire refinement, superb comfort and off-road capability. "The AGMC Cullinan Drive presented us with the perfect opportunity to introduce a great number of our valuable customers, invited media and VIP guests to the new



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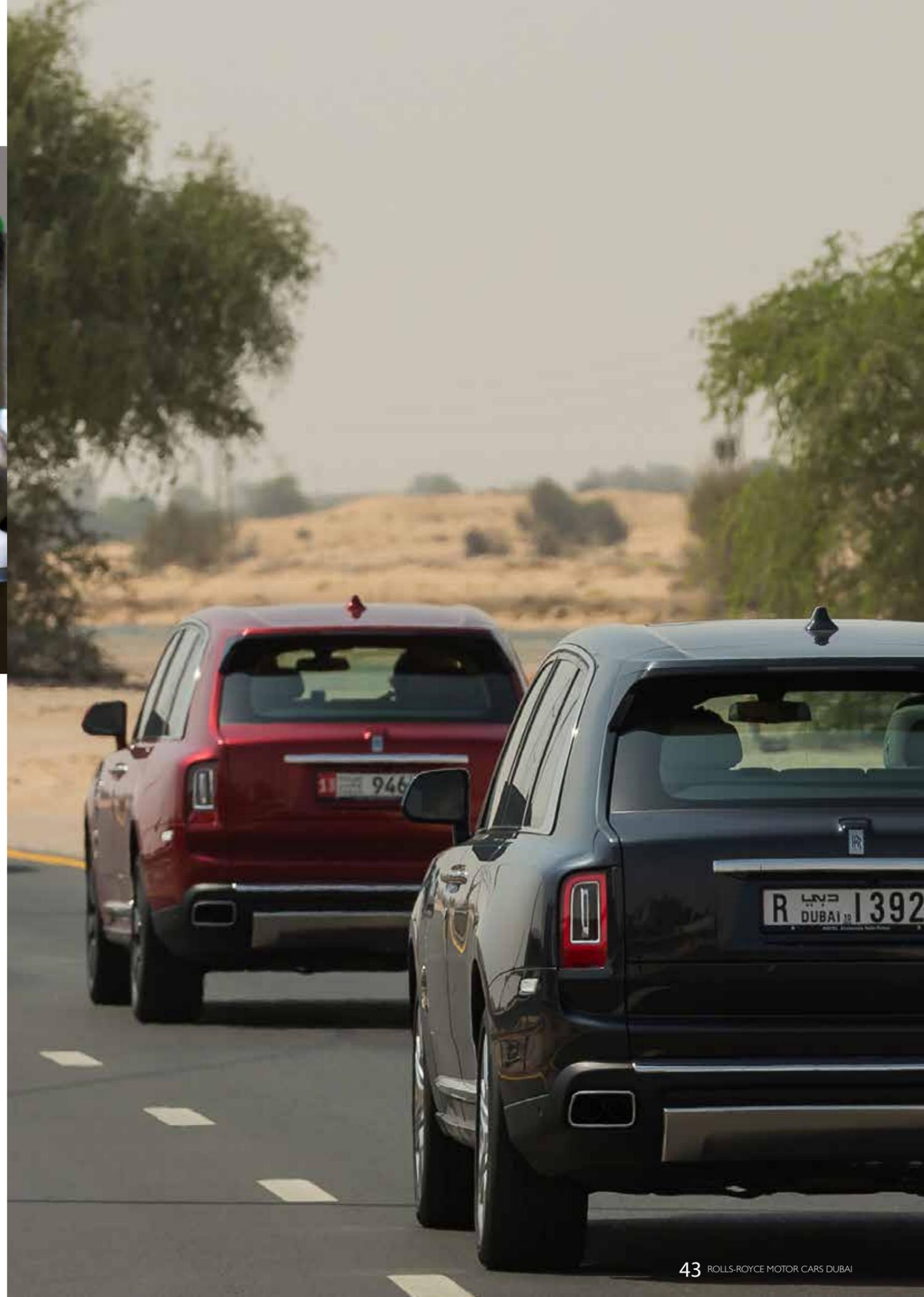
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Rolls-Royce Cullinan, and to allow them to experience first-hand the innovative technologies and unparalleled luxuries that are at the heart of this incredible, industry-leading, powerful and pioneering SUV.

“The world’s first true ultra-luxury SUV, the Cullinan presents an environment of the utmost sophistication and craftsmanship that has been constructed using the finest materials and complete attention to detail with no compromises.

“Priced from AED 1.8 million for the lounge seats model, the Cullinan is one of the greatest opportunities to broaden our brand and grow our customer base.

It represents a milestone in the development of the world’s most luxurious automotive marque in the UAE and the region.” Adi Al Fardan, founder of Adi Hasan Al Fardan Jewellery Trading, the event’s affinity partner, explained the legend behind the naming of the luxury marque’s first-ever SUV – the newest Rolls-Royce is named after the Cullinan diamond, the largest diamond ever.

“The Cullinan Diamond was a spectacular, history-making gem that sent shockwaves through the global diamond industry when it was revealed to the world. “The Rolls-Royce Cullinan, with its powerful styling and performance, is a pure reflection of the pedigree and prestige of its namesake.”

# Cassina

THE OTHER CONVERSATION



BEAM SOFA SYSTEM DESIGNED BY PATRICIA URQUIOLA.  
Photographed at Balint House by Fran Silvestre Arquitectos, Spain  
discover more at [cassina.com](http://cassina.com)



Seven Cullinan cars left from the world's only Rolls-Royce Boutique, at CityWalk, in a convoy of unprecedented luxury and driving performance that toured the city's roads before heading to the Bab Al Shams desert resort.

The Cullinan holds true to Rolls-Royce's historic foundations of prestige and performance while embarking on a daring new venture and development for the Middle East market. A completely uncompromised, thoroughly luxurious all-terrain vehicle – the Cullinan is unlike anything the world has ever seen.

The embodiment of Rolls-Royce's legacy reimagined to surpass the demands of today's drivers, the Cullinan will take its rightful place at the pinnacle of a brand-new automotive segment - the Ultra-luxury SUV. Effortless, Everywhere, the Cullinan has made luxury off-road travel a reality for the first time in history.

A tough, robust concept with broad appeal, the Cullinan is the most versatile, family oriented, fun-to-drive, prestigious SUV ever constructed. Its contemporary and functional design ensures its iconic status in the face of increasingly bland SUV design – its long bonnet, short front, and long rear overhangs give it the unmistakable look of a Rolls-Royce. The Cullinan's imposing presence and proud stature on the road are complemented by key luxury design touches, including increased height and the integrated execution of the famous grille.





The story of the Cullinan is the product of many years of research and painstaking design, development and testing by over 500 dedicated and highly-skilled Rolls-Royce engineers and designers. It is the next chapter in the story of Rolls-Royce's 'Architecture of Luxury' that began with the Phantom and which will underpin all future Rolls-Royces.

Each component used in construction of the Cullinan defines luxury, performance and perfection from the expertly crafted inner workings of its engine to its sumptuous, welcoming and comfortable interior.

Quintessentially Rolls-Royce, 'Architecture of Luxury' delivers superlative engineering based around the complete, immersive luxury experience. Driver and passengers experience the

power and performance of the Cullinan delivered in a smooth, silent and sublime ride over any terrain. The Cullinan is the second vehicle of a new generation of Rolls-Royces to benefit from access to the 'Architecture of Luxury'.

Its new aluminum architecture structure allows the Cullinan to benefit from a lighter weight and increased stiffness. The result is an unrivalled and faultless ride quality that envelops driver and passenger in comfort and silence.

A seamless, perfect smoothness of drive over any ground is delivered thanks to a state-of-the-art air suspension system.

This computerized, world-leading programme, which is so advanced it is capable of making millions of intricate calculations and adjustments each second, creates a flawless



## EXECUJET: A CURATED SERVICE ON THE GROUND AND IN THE AIR

ExecuJet, part of the Luxaviation Group, was the first business aviation company to receive permission to operate charter flights from the United Arab Emirates when it was established in the region in 1999.

Today, almost 20 years later, Mike Berry, vice president of ExecuJet Middle East, is confident about how the company has ensured its longevity: “The business jet market is very competitive, so we take the time to really understand our clients’ business aviation needs on the ground and in the air,” he says.

### On the ground

It is ExecuJet’s uncompromising commitment to safety, service and style that marks it out from its competitors. The company currently has five state-of-the-art Fixed Base Operations (FBO) facilities in the Middle East, at Dubai International Airport; Al Maktoum International Airport; Istanbul Atatürk Airport; Istanbul Sabiha Gokcen International Airport; and King Khalid



International Airport in Riyadh. At each location, ExecuJet Middle East provides clients with a comprehensive array of services, from assistance with customs and immigration to ground transportation, flight plan assistance and even hotel bookings.

Of these, it is the facility at Al Maktoum International Airport that is causing a stir amongst the jet-set. Currently home to an exhibition of original works by artist and photographer Arno Elias, the FBO will shortly be undergoing a complete renewal, with a new \$26m facility to be built at the airport combining ExecuJet’s two Dubai FBOs into a single operation, alongside our MRO business. Berry says of the project:

**“At ExecuJet, we believe it is fundamental to continually drive improvements in order to remain a class above premium. This results in the unrivalled facilities customers experience whenever they fly with us. Specifically, the new FBO at Al Maktoum will be located separately from existing shared terminal operations, so our clients will be able to enjoy a private, discreet and personalised experience.”**



The 25,700m<sup>2</sup> facility will be designed as a three-storey building with basement level, featuring a presidential suite, airside hotel room suite, transit lounge smoking area and bar. There are plans for 13,800m<sup>2</sup> of on-site hangar floor space

and a dedicated parking hangar, to ensure it is equipped to manage the rising demand for business aircraft operations in the region. Dubai expansion is key for the Luxaviation Group, as approximately 20% of the company’s overall business stems from the Middle East.

### In the air

According to Berry, this personalised experience for every customer continues while in the air. In addition to private jet charter, ExecuJet offers aircraft management services, allowing customers all the benefits of aircraft ownership without any of the time-consuming management responsibilities. But however a customer chooses to fly, client needs are prioritised – and in today’s ‘always on’ society, that means providing the latest in on-board connectivity. Berry notes: “In essence, passengers want to use the aircraft as an extension of their home or office. It’s now expected that you’ll be able to stay logged-on in-flight, which means that aircraft systems have to be equipped with the latest technologies.”

All of the Luxaviation Group’s 60+ charter aircraft offer the very best in on-board amenities, while aircraft owners can turn to the company to upgrade their jet’s capabilities at one of ExecuJet’s Maintenance, Repair and Overhaul (MRO) facilities. The MRO team in Dubai recently completed a full-scale upgrade of the avionics system on a Bombardier Challenger 605 aircraft, which included the installation of cutting-edge Inmarsat broadband with Wi-Fi connectivity in the cabin.

These capabilities are especially important given many business aviation flights are now long-haul, international journeys. With business needs becoming increasingly globalised, the popularity of ultra-long-range jets is growing rapidly. “We can satisfy our customers’ needs to fly all over the world using our ultra-long-range Bombardier Global and Gulfstream aircraft,” says Berry. “The Global 6000, for example, can fly 5,900 nautical miles. That’s the equivalent of flying non-stop from Dubai to Boston.”



### A curated service

ExecuJet along with the Luxaviation Group has operations in six regions – Africa, Asia Pacific, the Caribbean, Europe, Latin America and the Middle East – embracing a workforce of more than 1,000 experienced staff. It operates a network of 27 FBOs worldwide. According to Berry, this means that, “from Sydney to Johannesburg, St Maarten to Dubai, wherever a customer is across the globe, they can be sure that a curated, personalised service from ExecuJet is available.”



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motoring experience that incorporates the ultimate in handling and optimal vibration comfort performance both on and off-road.

In addition, the Cullinan's 'Architecture of Luxury' allows for advanced 4WD as well as 4-wheel steering capabilities. This cutting-edge four-wheel steering system enhances the SUV's agility and stability, ensures an undisturbed ride for passengers and provides a thrilling, high-performance experience for drivers. The superior turning capabilities of the Cullinan and the intuitive response of its onboard steering technology means the SUV can handle even the tightest and difficult of environments, be they off road or urban.

The Cullinan's new aluminum architecture means Rolls-Royce's famed 'Magic Carpet Ride' can now be enjoyed off-road. The 'Magic Carpet Ride' system also reacts to changes in acceleration, steering and information detected by the Cullinan's onboard cameras.

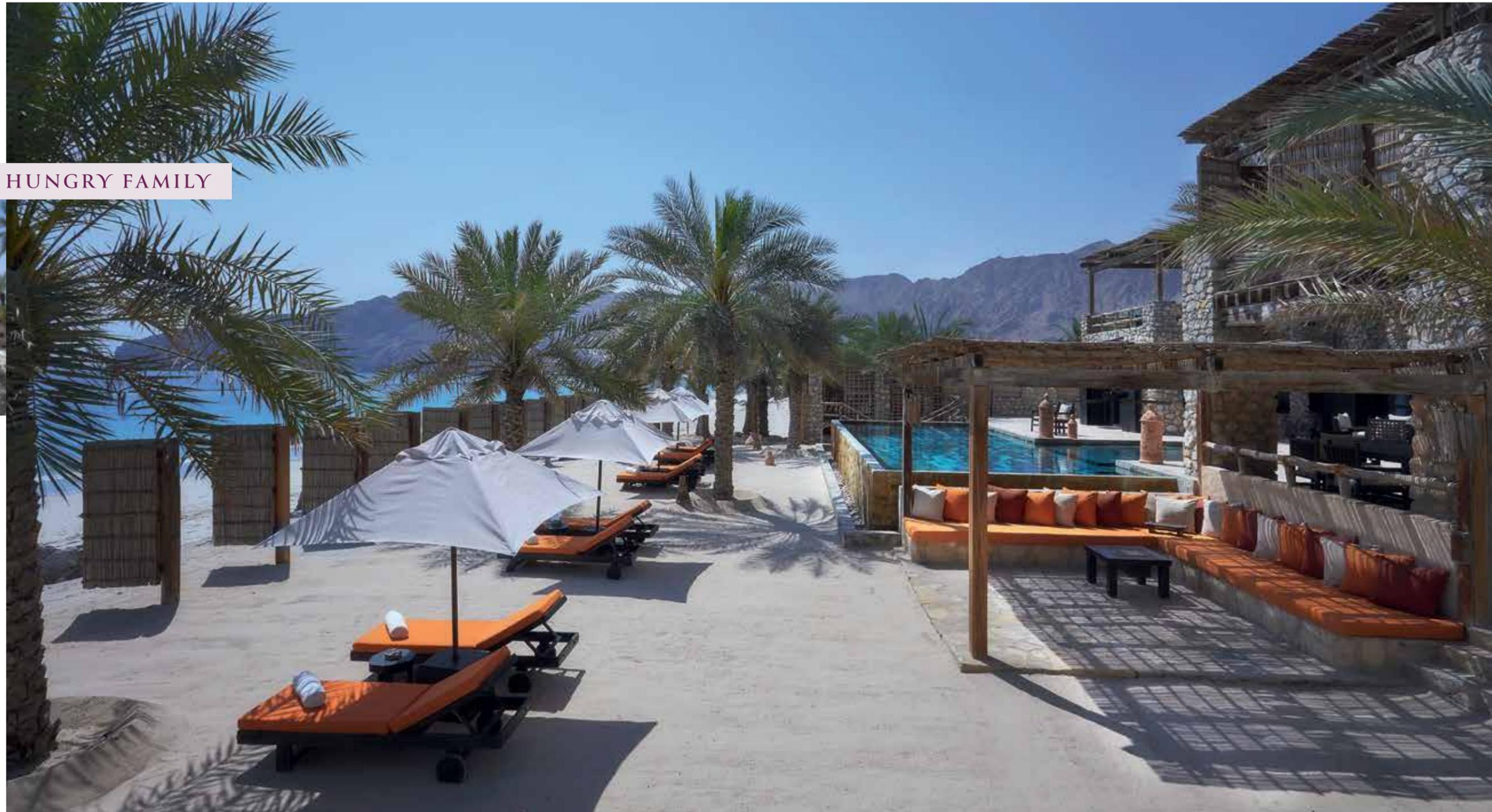
Making sure the Cullinan dominates any on or off-road environment is a magnificent (6.75 liter, V12 twin turbo engine) produces a low-end torque output of 850Nm at an incredibly low 1,600rpm while delivering 563bhp (420kw) of power to all four of the Cullinan's wheels when necessary.

The Ultra-luxury SUV's Satellite Aided Transmission technology, linked to its ZF 8-Speed gearbox, also guarantees effortless progress at any speed.

The Cullinan's phenomenal off-road capabilities have been tested in the world's harshest environments to ensure peak performance over any landscape. Silence is another core value of Rolls-Royce, foam filled tyres to reduce the tyre induced rolling noise, more sound deadening material than ever before, thickest double glazing (6mm) in the automotive industry with acoustic insulation layer in between. As a result, the Cullinan is the most silent SUV in the world.

The merger of state-of-the-art styling, sumptuous interiors, incredible performance and all-conquering power form the very essence of what it means to experience the new Rolls-Royce Cullinan – the ultimate embodiment of Rolls-Royce's "Effortless, Everywhere!" driving philosophy and a true legend in the making.

THE TALE OF THE HUNGRY FAMILY



*I remember seeing two eyes peeping through the fence at the end of our garden, I suddenly realised it was a mother goat and her hungry young kid who*

*had made their way in to feast on the fallen fruits of the many date palms.*

*Nature was always on our doorstep*

*Neil Harrison*

*United Kingdom*

Located on Oman's Musandam Peninsula, guests can escape the ordinary by paragliding into Six Senses Zighy Bay. Fashioned after a traditional Omani-styled village, the resort is surrounded by dramatic mountains and fronted by an expansive sandy beach. Featuring exceptional dining, endless cultural and sporting activities, plus a Six Senses spa. Situated at the secluded end of Zighy Bay, on its own stretch of private beach, the four-bedroom Private Reserve is a true Arabian Palace of Wonders. For information, visit [www.sixsenses.com](http://www.sixsenses.com) and to make a reservation, please call +968 2673 5888.

#OUTOFTHEORDINARY





### Six Senses Zighy Bay, Oman

Set within a secluded inlet flanked by a private sand beach and lunar-like limestone mountains, Six Senses Zighy Bay enhances the arresting coastline of Oman's Musandam Peninsula – the Norway of the Middle East. It is a haven made up of 82 family friendly private pool villas with an award-winning Six Senses Spa. Dining options and culinary choices include fine dining at Sense on the Edge, which clings dramatically to the cliffs, plus several other venues with international and regionally inspired cuisine. The resort is acclaimed as a relaxing and adventurous getaway, for romantic Arabian nights and wellness retreats together with inspired out-of-the-ordinary experiences.

The laid-back resort, reflecting a traditional Omani village with palm-shaded pathways and bicycle-friendly tracks, is only a 120-minute drive from Dubai International Airport. The property not only features a one-mile (1.6 kilometer) stretch of pristine beach, it is also home to the only saltwater pool in the GCC. It has a lush organic garden that is prolific in winter plus a farm at nearby Dibba that produces much of the resort's agricultural produce together with local livestock.

Located at a secluded end of the Bay nestled against the mountain, sits the Beit Musandam – meaning House of Musandam – the Private Reserve. It sprawls on its own stretch of private beach, with four bedrooms, a private spa suite, a gym, a yoga studio, a wine cellar, staff quarters, a 60-foot (17-meter) infinity swimming pool, truly an Arabian Palace of Wonders.



## ROLLS-ROYCE AGMC CULLINAN PREVIEW IN RAMADAN, WHICH TOOK PLACE IN OUR SHOWROOM ON 3RD JUNE 2018



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SWITZERLAND



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The legendary Gstaad Palace is one of the most famous resort hotels in Switzerland – popular in summer as well as in winter.

**Its romantic architecture, the elegant as well as comfortable interior decoration and its modern facilities offer a charming and relaxed atmosphere. The Gstaad Palace was opened in 1913 and is managed now by the third generation of the Scherz Family and well renowned for its personalized service and quality.**

The 90 rooms and suites combine perfectly contemporary glamour with alpine cosiness. In addition to its breathtaking views over Gstaad and its surrounding mountain panorama, the Palace is also famous for its food. From to-die-for truffles champagne cheese fondue at La Fromagerie to the 15 GaultMillau point restaurant Le Grill with open fire kitchen, there is much to indulge in. The international cuisine at Le Grand Restaurant is as delicious as it is picturesque and Gildo's Ristorante is famous for its true Italian food.

After a splendid dinner unwind in the relaxed Lobby Bar, the stylish Bar du Grill and dance the night away in the illustrious GreenGo nightclub, which is known as the resort's celebrity hotspot. Those who are longing for tranquillity and authenticity, make sure to visit our Walig Hut, an alpine hut dating back to 1783 at 1700 metres above sea level. This unique refuge offers a great spot in pure nature for lunch and dinner or even an overnight stay.

At nearly 1800 m<sup>2</sup> the hotel's Palace Spa is expansive with nine treatment rooms, a private spa suite, saunas and steam baths, relaxation areas with fireplace, an indoor swimming pool and outdoor pool with Jacuzzi, a gym and an activity room and a unique hammam experience with six rooms and an olympic-sized outdoor swimming pool in summer. The authentic interior decor conveys the feeling of the Bernese Mountains and creates an extraordinary wellness centre.



**ROLLS-ROYCE AGMC RAMADAN IFTAR, A SPECIAL EVENT HELD AT THE BVLGARI MAJLIS LUXURY HOTEL, IN DUBAI.**





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

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

## EFFORTLESS EVERYWHERE: THE ROLLS-ROYCE CULLINAN

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



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

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

### What is Cullinan?

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



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



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



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

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

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

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

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

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

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



  
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The investment advisory platform covers solutions across all asset classes, sectors and geographies. Leveraging international offices in London, KSA, India and Singapore, Emirates NBD Private Banking offers trading and execution support 21 hours a day, for 6 days a week.

Additionally, with Emirates NBD's recent strides forward in digital banking, the financial institution has also created an enviable digital infrastructure to offer 24x7 support to its Private Banking customers via the Emirates NBD website as well as the Investment Portfolio widget on the Emirates NBD Mobile Banking App. The bank was also the first in the Middle East to introduce tablet-based financial planning for its discerning customers.

This continuous commitment to the bank's clientele has earned Private Banking local and international recognition over the years. Most recently, Emirates NBD Private Banking was honored with the award for 'Outstanding Private Bank – Middle East' for the fourth year in a row by Private Banker International. PBI awards are among the most established in the global private banking industry and winners are selected after a rigorous selection and voting process.

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## THE FIRST FERRY *UNLIMITED*

**Dubai-based boutique design firm The First Ferry is proudly disruptive, shatters all notions of “normal” and brings to life spaces that are truly unique.**

“Unique” is a word bandied about most casually, almost as over-used as “Luxury” or “Creative”, and none are truly understood”, says Prateek Chaudhry, Managing Director / Skipper of The First Ferry.

In a world where mediocrity is a widespread disease and few express themselves fearlessly, it takes people of great courage to be truly unique or creative. “There used to be a time an excited client would show our designs to well-meaning friends and family - only to be convinced to go for a less distinct, more “normal” space. Now, happily, we are attracting far more adventurous clients who are thinkers and visionaries,

who share our tangential outlook and are unafraid to experiment”, beams a satisfied Chaudhry.

Serving globally, The First Ferry’s design team his working on a range of projects - from hotels to colleges, high-end villa communities to zany concepts for mixed-use complexes. How does the Skipper - as Chaudhry is fondly known as - prepare the design team for such a diversity of projects?

“By definition, “creative” work must be something that is new, that has been born of a new thought, a new direction. As creators, it is our duty to expand our clients’ creative landscape and palette. To



move past all they have seen and known and open the door to realities they had never considered.

“My biggest contribution to The First Ferry is helping the design team unblock their minds and rise above and beyond everything they have learned or known in their lives. Partly, that is achieved by providing a happy, nurturing working space where they can do pretty much what they want. They are the masters of their projects and have complete freedom to create. There are only two boxes that need to be checked : Is their work original and are they themselves completely satisfied with what they have made? Till they tell me they are ready, I do not look over their shoulder or check on their work - which is most unorthodox”, admits Chaudhry.

It is this ability for unusual design interpretation that has brought together The First Ferry and LuxuryProperty.com, a global curator of high-end residences with a client profile that is very similar to that of The First Ferry’s. Clients buying a high-priced home are looking to create a unique space that makes a statement, caters to their passions and one they can own in every respect. LuxuryProperty carries a global inventory worth US\$ 6 billion across 19 international locations and the two firms now look forward to bringing to their clients the uniquely Artistic touch that The First Ferry lends

to everything it does. “Because of this partnership with LuxuryProperty, we are even more sharply focused on designing only on a certain quality and size of project, and have also developed a team that can travel to international locations for fit out work so that clients gets the same levels of luxury they are accustomed to,” says Chaudhry.

When asked about his firm’s view on sustainable design, Chaudhry’s response is typically atypical : “We hear a lot about sustainable architecture in the sense of preserving the Earth’s resources and environment.

While I am all for back-to-basics organic living, I believe it’s foolish and arrogant to think that the earth needs protecting. It is the Mother of all there is, of all we are. It has been around for billions of years and can smother mankind with an effortless flick.

“It is Art and Artistry that truly needs preserving in my opinion. It is with this intention that we formed the The First Ferry Foundation. Ancient art forms all over the world are being lost because these techniques are time consuming and traditional artists don’t get paid enough - so their children are rejecting the art that they are born to - and embracing modern education for mundane city jobs.



“We are working to ensure every project of ours will carry bespoke signature pieces made by tribes adopted all over the world specifically to preserve traditional art.

Progress need not only be about increasing speed of delivery and reducing costs or using a trending style or material; in my books it is also about increasing our circle of influence, adding intangible value to our work, empowering those who are weaker - and taking a soft step back in time to carry along all that is fragile, beautiful and priceless.



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**From the moment Sir Henry Royce introduced the Rolls-Royce Phantom in 1925 it was judged 'The Best Car in the World' by the cognoscenti. As a result it has conveyed some of the world's most influential and powerful men and women to the most defining historical moments over the last 92 years.**

Every new Phantom that has subsequently appeared has successfully retained the title of 'Best Car in the World' as a result of Rolls-Royce's tireless pursuit of perfection, visionary engineering, aesthetic acuity and deep understanding of what the world's leading luxury item should be. Quite simply, Rolls-Royce has innovated for almost a century to set the benchmark and satisfy the most discerning luxury patrons.

A new benchmark will be set today as the New Phantom — the eighth generation of this great nameplate — arrives. Not satisfied with simply launching a motor car that is a wholly contemporary design interpretation of Phantom DNA and a technological tour de force, Rolls-Royce has revolutionised the luxury car industry itself by shifting away from the status quo of shared platforms to an entirely new luxury business model.

As the next chapter in the Rolls-Royce story opens, the New Rolls-Royce Phantom points the way forward for the global luxury industry.

Peter Schwarzenbauer, Chairman of Rolls-Royce and Member of the Board of the BMW Group said, "The global introduction of a new Rolls-Royce is always a very special moment within the BMW Group. This particular occasion is all the more special because we are introducing an all-new Phantom, the flagship of the Rolls-Royce brand and the world's foremost luxury

product. New Phantom is a powerful statement of design, engineering and Bespoke expertise and I am delighted with the response we have received from our many highly discerning customers worldwide. The BMW Group remains fully committed to the future of Rolls-Royce Motor Cars and is proud of the many achievements made by the brand since its acquisition."

The Genesis of New Phantom

Quite contrary to how other so-called luxury manufacturers are trying to realise economies of scale by sharing platforms with mass market manufacturers, Rolls-Royce concluded that the future of true luxury lies in true small-volume manufacture of a dedicated 'Architecture of Luxury'.

"This realisation was a moment of clarity about the destiny of Rolls-Royce," reflects Torsten Müller-Ötvös, Chief Executive Officer of Rolls-Royce Motor Cars. "Every one of our customers — each a connoisseur of luxury in the extreme — were asking for something more individual to them, not less. We were adamant that that was what they should have."

"Key to Rolls-Royce realising its vision of being the world's leading luxury brand, today and in the future, is an architecture that spans the entire Rolls-Royce family," comments Philip Koehn, Director of Engineering.

"The Architecture of Luxury will carry every future Rolls-Royce, not just the New Phantom. Project Cullinan and eventually the next Ghost, Wraith, Dawn will ride on this architecture, as well as future coachbuild projects."

"Phantom VII's spaceframe architecture was a good starting point and inspiration, but we wanted to do much more," adds Giles Taylor, Director of Design. "The Architecture of Luxury gives me the canvas to protect the lineage and brand integrity of Rolls-Royce without compromise. Starting with New Phantom, I have the framework to create a future range of true Rolls-Royces. In essence, this is one big coachbuild project."

"Our approach has been to forge long-term relationships with smaller suppliers run by families that will focus on us, giving us much more attention and therefore results that live within a quality expectation far beyond any other automotive concern," continues Koehn. "For a brand to operate in such a manner within a larger automotive group is unheard of and truly revolutionary."

#### **What is the Architecture of Luxury?**

The Architecture of Luxury is an all-aluminium spaceframe architecture designed by Rolls-Royce engineers that will underpin every future Rolls-Royce beginning with the New Phantom. As such, no future Rolls-Royce will be of monocoque construction as used by mass-manufacturers and some mass-luxury brands.

It is a truly revolutionary approach for the motor industry, and one that is informed by Rolls-Royce's standing as a luxury house in the business of cars. Whilst the majority of so-called luxury manufacturers are limited to sharing individual platforms in a specific sector with mass brands for say their SUV or GT offerings, thereby introducing unacceptable compromise, Rolls-Royce will be uncompromising in only using its own architecture across all its motor cars, whatever the sector.

It has been designed and engineered from the ground up in such a way as to be scalable to the size and weight requirements of different future Rolls-Royce models, including those with different propulsion, traction and control systems, thus underpinning the long-term future product roadmap.

Approximately 30 per cent more rigid than the spaceframe architecture on which sat Phantom VII, the new architecture is at the heart of how the next generation of Rolls-Royces delivers the Rolls-Royce experience in terms of ride comfort, acoustic comfort, seat comfort, exterior presence and interior space.

#### **Engineering a Modern Masterpiece**

The New Phantom will be the first of a new generation of Rolls-Royces to benefit from the creation of the Architecture of Luxury. This new architecture serves as the foundation on which this eighth generation of Phantom reaffirms its position as 'The Best Car in the World' by taking the best fundamentals and making them better.





The first major benefit of the new architecture for the New Phantom are lightness, increased stiffness, efficient production of standard and extended wheelbase bodies and uncompromised exterior surface design. The all-new aluminium spaceframe structure delivers extraordinary car body stiffness for exceptional 'best-in-class' functional performance whilst also being lighter. Indeed New Phantom is 30 per cent more rigid than its predecessor, leading to better ride comfort. Accompanying the increased stiffness of the spaceframe is a best-in-class high comfort chassis with air suspension and state-of-the-art chassis control systems, delivering peerless 'effortless' ride and handling and optimal vibration comfort performance. A new double-wishbone front axle and 5-link rear axle deliver astounding levels of control over lateral roll and shear forces and delivering incredible agility and stability, as does the addition of four-wheel steering, all contributing to an undisturbed passenger whatever the driving conditions.

Rolls-Royce's celebrated Magic Carpet Ride also improves as a result of the new lighter architecture, and the latest generation of self-levelling air suspension. The suspension makes millions of calculations every second as it continuously varies the electronically controlled shock absorber adjustment system – reacting to body and wheel acceleration, steering inputs and camera information. In addition, the Flagbearer – evocative of those men who were required by law to carry a red flag ahead of early motor cars – adds a stereo camera system integrated in the windscreen to see the road ahead, adjusting suspension proactively rather than reactively up to 100km/h.

#### **The most silent motor car in the world**

Incalculable effort was expended to create 'the most silent motor car in the world' including 6mm two-layer glazing all around the car; more than 130kg of sound insulation, the largest ever cast aluminium joints in a body-in-white for better sound insulation, and use of high absorption materials. Acoustic insulation from road noise has been helped by the employment of double skin alloy on areas within the floor and bulkhead of the spaceframe. This is a feature unique to New Phantom. Further noise insulation by inserting dense foam and felt layers are between these skins to provide sound insulation not witnessed before in the car industry.

In addition, high absorption layers within the headliner; in the doors and in the boot cavity have further aided insulation and reduced reverberation. Rolls-Royce also worked closely with its tyre supplier to invent 'Silent-Seal' tyres – which feature a specific foam layer placed inside the tyre to wipe out tyre cavity noise and reduce overall tyre noise by 9db, meaning that conversation within the car is completely effortless. All in all it is a perfect 360° cocooning effect in a motor car that is approximately 10 per cent quieter than its predecessor at 100km/h. Indeed, when Rolls-Royce's acoustic test engineer first reviewed results road and vibration tests, the sound levels were so low they had to check their instruments were calibrated correctly.



# Ascots & Chapels

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## THE PERFECT SHIRT

Buying a bespoke shirt isn't the mean feat it once was. The first step is knowing what you want from your shirt, and what you want the shirt for. Knowing this will help you narrow down all the options that you have available to you. You then have all the choice of the collar, cuff and the fabric, now this is all down to personal preference and the reason why you want the shirt.

Ascots & Chapels seamlessly combines the principles of traditional tailoring techniques with modern design and quality fabric to create form-flattering attire for today's modern man. The handcrafted shirt is a must for the refined gentleman.



The Cut on a bespoke shirt is the most important part. This is where you see the value in investing your time and money. A good tailor will be able to craft a shirt which falls beautifully and feels like a second skin. The cut is the part of the process that really separates an off the peg, made-to-measure and a bespoke shirt. This is due to the number of working hours that have to be put into designing and cutting a custom-made made product.

The beauty of a handcrafted shirt is the versatility it affords you, collars and cuffs are interchangeable, as well as metal collar stiffeners and pocket squares made from the same fabric reflect the brand's priority to craft a sophisticated and long-lasting product.



The luxury couturier's focus on personalization is also expressed in the use of trims such as inner linings, contrasting handmade button hole detailing, mother-of-pearl buttons and the option to include personalized monogramming, and even the option to add your own signature to your shirt.

Choice is important to Ascots & Chapels, with a variety of 12 different collar styles and over 160 various fabrics to choose from. In addition to the above we give our clients a choice to choose between double or single cuff and offer clients a curved tailed end to make sure your shirt stays in your trousers, whether you're standing, sitting or even reaching for that paperwork on the top shelf.

Crafting a bespoke shirt is an experience every gent should try.

Ascots & Chapels is a British luxury couturier with a 138-year heritage in creating high-end bespoke garments for discerning gentlemen. Each piece of clothing is made of the finest fabrics exclusively woven for Ascots & Chapels clientele. Through its exquisitely skilled team of master craftsmen, the brand sets a new benchmark in the creation of hand-crafted tailored clothing.

To find out more about Ascots & Chapels visit our website [www.ascotsandchapels.com](http://www.ascotsandchapels.com) or email [info@ascotsandchapels.com](mailto:info@ascotsandchapels.com)



## The SEVENTY 8 beyond elegance

During a Mediterranean cruise or surrounded by Miami's lights, the new SEVENTY 8 shines thanks to her generosity, her autonomy and the sense of detail on each equipment. This 24 meter yacht, designed by the famous names of the naval architecture: VPLP Design, Patrick

**SEVENTY**  
**8**

le Quément and Nauta Design, gently imposes herself as the Lagoon's flagship. Soft and precise lines, give a unique and refined personality to the yacht. The beauty of her proportions and the smooth of her shape shows reassuring strength and dynamism.



Photos: Nicolas Claris

Space is the key word on board the SEVENTY 8 and all interiors are beyond elegance. There is no boundaries between inside and outside. The custom layouts and the fluidity of the areas allow both the intimacy and the living together.

Details of leather and marble draw a harmonious and timeless interior. The SEVENTY 8 is an invitation to travel and to sail comfortably thanks to her seaworthy behavior. With innovative engine performances, it is possible to start seamlessly an offshore cruising. The catamaran's world welcomes a SEVENTY 8, which is satisfying all the needs of the gentlemen and ladies sailors, of today and tomorrow. Discover a world of exception on board the SEVENTY 8.



Photos: Nicolas Claris



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**ADAMAS COLLECTION TAKES ROLLS-ROYCE  
BLACK BADGE FURTHER INTO THE DARKNESS**



The Bespoke Collective of the House of Rolls-Royce has conceived a darker iteration of Black Badge Wraith and Dawn, presented in a limited Collection, named Adamas. Drawing inspiration from the name, meaning 'untameable', 'invincible' and also 'diamond', the Collective celebrate the darker side of contemporary craftsmanship, expertly weaving a dark aesthetic of unbreakable carbon structures into just 40 Black Badge Wraiths and 30 Black Badge Dawns. Technical fibres and molecular compounds are manipulated and recognised for their systematic, beguiling beauty.

Torsten Müller-Ötvös, Chief Executive Officer, Rolls-Royce, commented, "Adamas is a Collection that fuses the extraordinary competence of our Bespoke craftspeople from the Home of Rolls-Royce in Goodwood, West Sussex,

with the rebellious spirit of Black Badge. The result is a motor car for those who seek more than the definitive of engineered luxury conveyance. This is a motor car for the risk-taker who is not afraid to embrace a bold and progressive statement of true and modern luxury, in its darkest form."

#### Adamas Collection

On encountering Adamas, one is immediately drawn to the Spirit of Ecstasy, who finds herself taken from the edge of darkness, into the black. She is formed for the first time in history of machined carbon fibre, personifying the very essence of the Collection. The entrancing figure is engineered from 294 layers of aerospace grade carbon fibre,



which takes 68 hours to produce with a technical weave angle of precisely 25 degrees. She confidently resides on a specially created titanium base, vapour blasted to adopt a darkened aesthetic, bearing the words 'BLACK BADGE ADAMAS', and the infinity logo.

One recalls the colours of the first iteration of Rolls-Royce Black Badge. The Mandarin Orange interior for Dawn and Cobalto Blue interior for Wraith from the original cars have spread to the exterior of Adamas. Darkened versions of these hues envelop the body in a hypnotic Aphrodite Red over Black and Morpheus Blue over Black two-tone respectively. These are the first two-tone Black Badge cars. These colours, as though touched by darkness, have a deep colour transition, providing a mesmerising iridescent effect. Patrons are able to specify their chosen Adamas in either colourway.

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Below, black grille vanes are added to the already darkened grille surround of Black Badge, underlying the sinister, untameable nature of Adamas.

Stepping inside, one's eye is drawn to the clock, encrusted with black diamonds. Harnessing the carbon structure in its most explicit form, 88 laboratory-grown diamonds form the Black Badge infinity symbol, providing a jewellery-like reminder of the restless spirits of the inhabitants of these motor cars. Mounted upon a carbon fibre back-plate, the black diamonds are perfectly engineered to deliver exquisite clarity and colour. The face of the clock is embellished with machined aluminium chaplets and a polished aluminium inner bezel, adding dramatic detail to the contrasting white face.

Perhaps one of the most captivating expressions of technical craft is the interpretation of the diamond theme on the starlight headliner of Wraith Adamas. 1,340 individual fibre optic lights are configured as though forming the molecular structure of carbon as it becomes a diamond, presenting a motif reminiscent of a powerful spine running through the interior cabin. Available in either hue, co-ordinating perfectly with either colour scheme, the starlight headliner for the first time incorporates graded shading, using varying tones of the chosen colour palette to accentuate the subject.

Pearlescent effect leather, a Collection Car debut, echoes the exterior hue. Offset by a two tone steering wheel and accentuated by rich woven black leather on the door panniers and transmission tunnel, the interior celebrates the darker side of luxury craftsmanship in even the smallest of details. The Collection premieres a new dark brushed metal fascia, designed to correspond with the carbon fibre. Cold to the touch, this metal finish flows through the motor car, through both front and rear centre console lids, emphasising the unbreakable strength at the core of Black Badge Adamas.



As a final touch, when one enters or alights from the atmospheric cabin of Adamas, one encounters an illuminated tread plate, reading either 'Black Badge Wraith Adamas – One of Forty' or 'Black Badge Dawn Adamas – One of Thirty', reminding the occupant of the power and precious nature of this Collection.

#### Rolls-Royce Collection Cars

The Rolls-Royce Bespoke Collective, consisting of designers, engineers and craftspeople from the Home of Rolls-Royce in Goodwood, have an innate understanding of the marque's discerning patrons. Characterised by a desire for more than mere acquisition, a patron of Rolls-Royce, accustomed to luxury in all avenues of their lifestyle, seeks to commission and collect. It is at this juncture that there is a meeting of minds with the Rolls-Royce Bespoke Collective, who provides a guiding hand in this commissioning process, imparting its deep understanding of the constitution of true luxury in the process. The Bespoke Collective harness this knowledge to create a limited number of highly Bespoke, rare, collectable motor cars; a Rolls-Royce Collection car.

It is for this reason a Rolls-Royce Collection car gains such distinction. Formed at the hands of masters in their fields, a Rolls-Royce Collection car is a showcase of competence, using the finest materials in ways that raise the bar of technical competence to create a stunning masterpiece.

Resulting from this deep understanding of its clientele, Rolls-Royce is able to anticipate these customer needs and requirements. Whether drawn to a motor car steeped in rich heritage, such as the recently announced 'Silver Ghost Collection', or a playful adaptation of luxury theatre as revealed in the 'Wraith Luminary Collection', or now, embodying the darkest expressions of luxury in the Adamas Collection, the Rolls-Royce Bespoke Collective can rise to the most demanding of challenges.



**ROLLS-ROYCE DUBAI AGMC BESPOKE MODEL RANGES  
INCLUDING THE DAWN ICED BLACK  
AND WRAITH ICED WHITE CUSTOM MODELS.**





ROLLS-ROYCE DUBAI HOSTS EXCLUSIVE EVENT AT THE ROLLS-ROYCE BOUTIQUE WITH PIANOS IN MAY 2018



Rolls-Royce Dubai AGMC hosted an exclusive event with @pianos.ae at The Rolls-Royce Boutique in City Walk. Guests were treated to an evening of music by Barbad Award winner @arashpiano.

## ROLLS-ROYCE DAWN BLACK BADGE

Created to satisfy overwhelming demand from a new breed of Rolls-Royce patrons, Dawn Black Badge stands as the most luxurious, social and sensual space from which to take in the night air. This most glamorous, uncompromising expression of open-top luxury is given a new and darker sensual dimension through its suite of Black Badge engineering and design treatments.

The Dawn Black Badge at the Festival of Speed is presented in a deeply intense shade of black. Multiple layers of paint and lacquer have been fastidiously applied and hand-polished in a process that amounts to the most exhaustive painting and polishing process ever used for a solid paint colour. The result clothes Dawn's sensuous lines in the deepest, darkest and most intense black to ever grace a production car surface. The roof, which opens in a 'Silent Ballet' to allow in the sounds of the night, is also only available in black canvas, whilst the rear deck is finished in black leather.

In creating Black Badge, Rolls-Royce's Bespoke designers have sought to create true signifiers of this more assertive alter-ego for the marque. Dawn gets this same treatment.

The Spirit of Ecstasy – itself a mascot that has taken many different forms throughout the marque's history – transforms into a high-gloss vamp, finished in a perfectly executed black chrome. This transformation to a darker aesthetic extends to certain chrome surfaces including the front grille surround, boot lid finisher, exhaust pipes and air inlet finisher. The effect is an authentic transformation that speaks of a bolder, more confident sensibility. Finally, the 'Double R' signifiers on the Rolls-Royce badges are inverted in colour, confirming the creation of a true alter-ego of the marque.

This bold, edgy design ethos extends beautifully into the interior – an exquisitely appointed staging point for patrons who seek to discover the night's elements with the roof down.

Evoking Sir Henry Royce's founding philosophy to 'design what does not exist' – a collaboration between the marque's design and engineering departments has seen the creation of a new luxury material. Inspired by Rolls-Royce's aviation heritage and echoing advanced production techniques for stealth aircraft, a beautiful and highly innovative new treatment for the car's surfaces has been conceived.





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Its construction displays every hallmark of Rolls-Royce's fastidious attention to detail. Threads of aircraft grade aluminium, a delicate 0.014m in diameter, are woven together and then bonded in carbon fibre. Surfaces are then finished with six coats of lacquer before being left to cure for 72 hours and hand-polished to Rolls-Royce's hallmark mirror finish. The result is a highly contemporary finish, perfectly attuned to the darker more menacing aesthetic today's patrons of luxury demand.

This exquisite expression of noir informs every conceivable detail. For example, innovative production techniques such as Physical Vapour Deposition, a highly technical surfacing method, perfectly darkens the air-vents throughout the interior in a manner that will never discolour or tarnish.

Reflecting the marque's Bespoke philosophy, Dawn Black Badge also plays host to a new interior palette break-up. Higher levels of exquisite Black leather are accented boldly with Mandarin highlights, including a strip of orange highlight which encircles the cabin at hip-height, evocative of the sunset before the passengers are immersed in darkness.

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

### Truly Bespoke Engineering

Like its stablemates Ghost and Wraith, the distilled essence of Dawn is amplified through the engineering that underpins the Black Badge philosophy. In the case of Dawn, the engineering substance that leads to more spirited driving is accentuated by the creation of an entirely new exhaust system, that when deployed by the press of the 'low' button, celebrates Rolls-Royce's hallmark V12 engine with a menacing bass baritone, announcing its arrival with authority rather than hysteria.

The exhaust tone adds an aural dimension to a suite of engineering enhancements. Indeed, Black Badge stands as a truly Bespoke collaboration between design and engineering, answering the demands of a new breed of patron of luxury who seeks a more spirited, involving driving experience which retains the peerless quality of ride that has driven Dawn's success.





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

Fundamental changes to the transmission and throttle strategy give Dawn an enhanced feeling of urgency without diminishing its position as the world's most luxurious open-top tourer. Indeed, the drive-train, ZF 8-speed gear box and steering-rack are so intuitive that they work together to create a more spirited drive depending on throttle and steering input. The result is a perfectly stately Rolls-Royce touring experience at

low speeds and a highly engaging drive when the driver seeks to 'push on'. Fundamental changes to suspension settings and components also ensure an appropriate balance between Rolls-Royce comfort and driver focus, felt in flatter cornering at high speeds. The increased urgency of Dawn Black Badge has led to the development of new brakes with an increase in diameter of one inch. During deceleration, a fundamental remapping of the transmission strategy leads to downshifts a few rpm sooner under braking, offering engine braking when driving in a more spirited manner. The steering-rack has also been quickened and engineered for more feedback. Speed-dependent adjustments also embolden Black Badge drivers as they enjoy an added sense of security and feel derived from increased steering weight at high speeds.



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## GHOST BLACK BADGE

Ghost never compromises. And with Black Badge, that purpose is intensified to a whole new level. A bolder aesthetic transforms this masterpiece of versatile simplicity into something braver, darker and more defiant. Ghost Black Badge's striking stance exudes confidence, hinting at the refined power that lies waiting under the bonnet. It's time to discover your darkest side.





**IMAGINATION  
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*at Mandarin Oriental, Bodrum*





### Enter a new dimension

Ghost Black Badge is pure luxury – with added depth. Enter a cabin that is braver, bolder and more rebellious. Svelte lines envelope you, creating an air of pure confidence. An optional Bespoke Starlight Headliner brings the night sky inside.

### Poised to perform

Ghost Black Badge is a motor car born to be driven. Its 6.6 litre twin-turbo V12 engine has been enhanced to deliver more torque (840Nm) and a thrilling 603hp (450kw), making this the fastest Ghost yet. Increased power and quicker driver reactions let you surge effortlessly through the night, giving Ghost's luxurious ride an added edge of darkness.



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## WRAITH BLACK BADGE

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



## Be captivated

Powerful, dynamic and refined. Wraith Black Badge is the pinnacle of modern fastback coupés. Darkness envelops its iconic features, adding even more drama to its presence. The Spirit of Ecstasy now as black as nightfall, forging a path through the shadows. Chrome is darkened for an eye-catching edge. Striking 21" wheels, with carbon fibre composite rims, are sculpted to stand out. The black Rolls-Royce badge is the final touch: a bold statement of defiance.



### Inner confidence

Attitude starts within. The interior of Wraith Black Badge cocoons you in an aura of confidence. A darker interpretation of luxury transforms this Grand Tourer cabin. Carbon fibre and aluminium threads are skilfully woven to create the glittering technical fibre fascia. The clock's orange-tipped hands add a subtle but potent contrast. The Rolls-Royce marque is carefully handstitched onto the finest leather. Everything serves to sharpen your senses and enhance the thrill of the drive.

### Power unleashed

Wraith is the most powerful Rolls-Royce in the world. With the added edge of Black Badge, performance has been enhanced even further. Torque is increased, handling is more dynamic and contact with the road is intensified for a thrilling driving experience. The fastback coupé's high-powered engine is paired with an 8-speed automatic gearbox to put you in full control. Behind the wheel you feel anything is possible; like the night is infinite.





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



From the inception of the marque 113 years ago, Rolls-Royce Motor Cars has stood alone in serving the world's wealthy and influential an exquisite blank canvas from which to express their tastes, lifestyles and passions. Where once this fell to independent coachbuilders, the execution of the most deeply held desires of the most discerning patrons of luxury in the world is now performed by the marque's Bespoke department, a collective of extraordinary designers, engineers and craftspeople at the marque's centre of excellence in Goodwood, England. Today, practically every motor car that leaves the Home of Rolls-Royce in Goodwood, England is Bespoke. What follows is a small snapshot of some of 2016's finest examples of Bespoke design and craftsmanship.

This approach is driven by Rolls-Royce's founding belief that true luxury houses must intimately understand their patrons to execute their boldest visions at the hands of master craftspeople. True luxury is therefore deeply personal and commissioning a Rolls-Royce a process more akin to the creation of a work of art. For our customers, it is an act of patronage.

It is this commitment to empowering its patrons to create the world's finest objects in their own image that defines Rolls-Royce's position as a true luxury house. A philosophy exquisitely expressed throughout 2016, a remarkable year of creative endeavour for the marque's Bespoke department.

"Rolls-Royce patrons live in a world beyond material acquisition, indeed they seek to commission, curate and collect. This is why they come to houses like Rolls-Royce

to commission deeply personal luxury items, knowing this will be executed at the hands of the world's most skilled artisans. In commissioning these extraordinary objects in close collaboration with our designers they create a timeless legacy, often profoundly inspired by the most important moments in their lives," said Torsten Müller-Ötvös, Chief Executive, Rolls-Royce Motor Cars. "Rolls-Royce will never stray from this path, ensuring the precious relationship between patron, house and artisan is never derogated by proliferation. This unique approach is beautifully expressed in just a small collection of some of the remarkable commissions executed at our centre of global excellence in 2016."

#### Phantom Zenith Collection

Naturally, in its final year of production connoisseurs and collectors were moved to commission stunning examples of the seventh generation Phantom – these promise to take pride of place in some of the most significant collections in the world.

As Phantom Coupé and Phantom Drophead Coupé prepared to leave the stage in 2016, the marque's patrons were invited to commission just 25 final examples of each body-style. These stunning motor cars elegantly celebrated the manner in which these extraordinary motor cars augment the lifestyles of the most discerning patrons of luxury in the world. In hallmark

Rolls-Royce style, every possible comfort was considered. For example, enhancements to the rear-split tailgate included a meticulously engineered and crafted glass-shelf from which to serve champagne, whilst the luggage compartment proved the perfect staging point for a civilised rest-stop when touring.



Flourishes like the addition of champagne fridge, large enough to hold two bottles and eight Rolls-Royce glasses served to demonstrate Rolls-Royce's unique understanding of its patrons.

As a final touch, the central fascia drawer is used to house a priceless memento signifying each car's status as one of the very last. On opening, owners discover a removable polished aluminium case, laser engraved with their motor car's unique identification number surrounded with a beautiful application of Best English Blacking – a technique most commonly associated with fine gun-making. Within this sits a piece of automotive history, not attainable by any other means; a single piece of the seventh generation Phantom's Assembly Line at the Home of Rolls-Royce in Goodwood, England. This remarkable collectors' piece is completed with the expression of co-ordinates, stating the exact part of the Assembly Line from where the metal was extracted.

#### Extraordinary detail and application –

##### The Peace and Glory Phantom

One of the final Bespoke commissions of the seventh generation Phantom Extended Wheelbase was crafted for an entrepreneur in the Far East, showcasing the ingenuity and application of the marque's craftspeople through the art of embroidery. In this instance, they exquisitely replicate the pattern of tiger fur in the rear centre console. Beyond that, this stunning example features a wealth of unique interior fittings, echoed with a subtle gold coachline and motifs on the Madeira Red exterior. The cabin of this Phantom is furnished in a two-tone design of Moccasin and Fawn Brown leather, and is embellished with multiple personalised motifs stitched into the hide and laid into the veneer, all by hand. Bespoke white instrument dials contrast with a Consort Red steering wheel rim – elegantly expressing the breadth of colour palette at the disposal of the marque's patrons when creating truly unique Bespoke commissions.

##### The 'Blue Magpie' Phantom Drophead Coupé

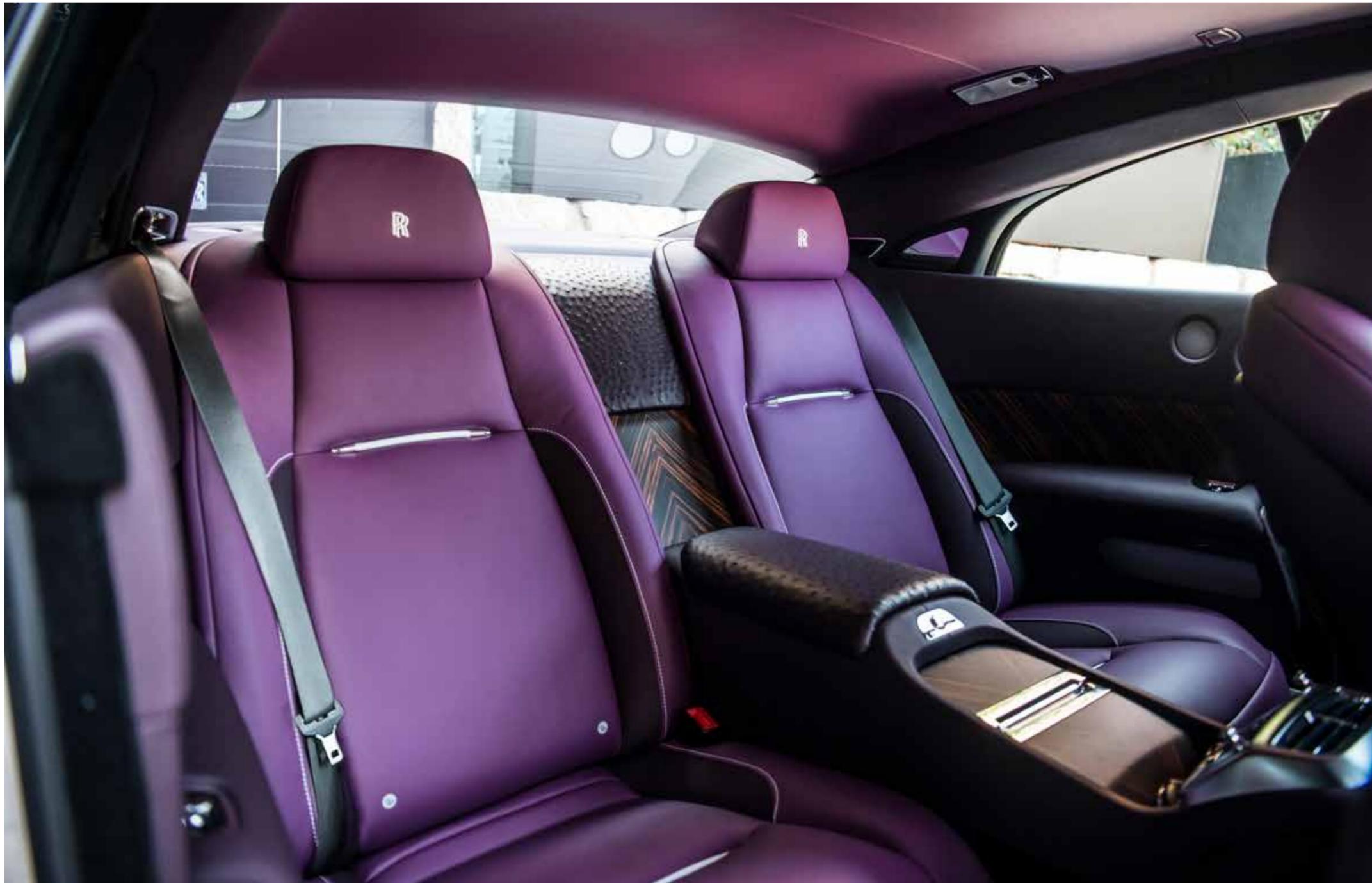
Cultural emblems and stories so often inform the vision of the marque's patrons, as beautifully displayed in this commission by a gentleman in Taiwan. This elegant Phantom Drophead Coupé was one of the very last built and incorporates a number of Bespoke features of regional significance. The exterior is finished in Silverlake with an Andalusian White bonnet and an engraved Spirit of Ecstasy in gold. Hints of gold are also incorporated in the Bespoke twin coachlines and the pinstripes circling the wheel centres. The headrests are embroidered with an illustration of the blue magpie, a bird which can only be found in the owner's homeland of Taiwan, while Mother of Pearl inlays sit within the veneers, instrument dials, clock and control knobs. Attention to detail even extends to the floor of the car's luggage compartment, which is uniquely finished in teak with white maple inserts.

#### Dawn, Ghost and Wraith... a wider palette

Dawn, Ghost and Wraith equally serve as the perfect canvas for the most discerning patrons of luxury in the world. This has driven Rolls-Royce's Bespoke department to its most successful and creative year in history.

##### The invention of colour – Mr Fux's Pebble Beach Dawn

US collector Michael Fux, a connoisseur collector, delights in challenging Rolls-Royce's designers and craftspeople to develop truly unique materials, hues and features. The results serve as some of the boldest and most emblematic examples of Bespoke design ever executed at the marque's centre of excellence in Goodwood. When Mr Fux came to commission his first Dawn for handover at Pebble Beach, he came to develop his very own colour, dubbed 'Fux Blue', which will remain reserved for his exclusive use. The stunning exterior shade is complemented by a blue hood in the same tone, in contrast to the Arctic White rear deck and fittings to



the interior. In order to ensure perfect sartorial harmony, the marque's designers clothed the entire interior including steering wheel, instrument panel cowling and interior veneers in Artic White, creating a truly unique and contemporary aesthetic.

**'Dusk until Dawn' at Porto Cervo**

To mark the beginning of the 2016 summer season with the opening of the Rolls-Royce Summer Studio in Porto Cervo the Bespoke team created unique examples of both Wraith and Dawn. The dusk-inspired Wraith is finished in subtle two-tone Premiere and Jubilee Silver paintwork. When the doors are opened an exquisitely vibrant interior is revealed. A combination of Tailored Purple, Purple Silk and Powder Blue leather draws on visual highlights in the sky above Sardinia. The exotic fringes of Porto Cervo's nightlife are reflected in the use of luxurious and supple Ostrich leather on the centre consoles and door panniers.

Porto Cervo's location on the Costa Smeralda provided natural colour cues and visual inspiration for the accompanying Dawn. The exterior is painted in lustrous Emerald Green, with matching interior accents complementing the Seashell leather. Open-pore teak panelling throughout the cabin is enhanced by a Bespoke piece of jewellery that adorns the display lid, with Emerald stones and Mother of Pearl set into white gold to form a jewelled graphic reminiscent of a compass rose.

**Sounding the perfect note –**

**Rolls-Royce Inspired by the Greats**

Again, it is deeply held passions that serve as the inspiration for a stunning collection of motor cars. Commissioned by a Rolls-Royce dealer in the Middle East, this collection celebrates the work of the great classical composers.

This Ghost features a monochromatic exterior design, embellished with a striking coachline that incorporates the clef-like motif. The motif is echoed throughout the cabin, adorned on the clock, laid into the wood and stitched into the headrests. A particularly elegant Bespoke feature is the Barrel Oak veneer dashboard panel, with a 'folded back' design that reveals Dark Ebony woodwork beneath, inscribed using the art of marquetry with the exact musical notation from the patrons favourite piece.

**A nautical Dawn for Pebble Beach**

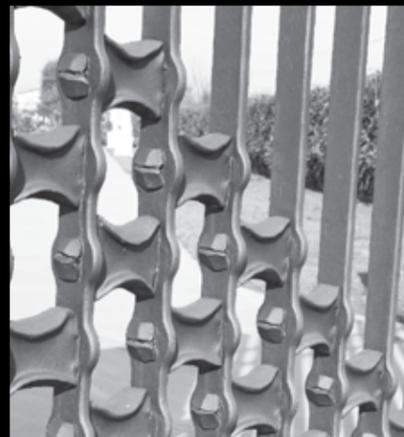
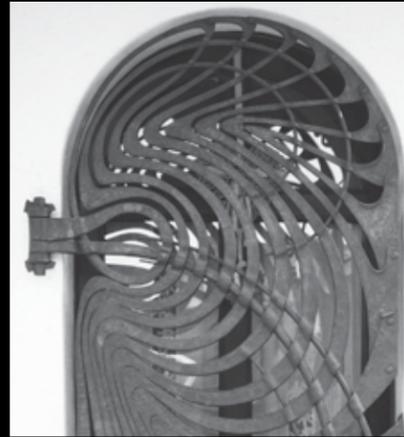
For many of the marque's patrons, a Bespoke Rolls-Royce serves to celebrate a long-held passion.

Taking inspiration from the designs of high-performance yachts, a nautical-themed Dawn was commissioned by a Floridian and delivered to her at the 2016 Pebble Beach Concours d'Elegance. Finished in a two-tone combination of Arctic White with a Midnight Sapphire windscreen surround and bonnet, the sleek convertible mimics the high-contrast appearance of a superyacht, complemented by a teak rear deck and 'Canadel' teak interior panels. The Bespoke cabin clock is inspired by its patron's favourite watch. As well as referencing the Pebble Beach handover, the treadplate completes the nautical theme, showing the four international maritime signal flags that spell out 'Dawn'.



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

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

### A FITTING TRIBUTE TO CRAFTSMANSHIP AND QUALITY...

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





## ROLLS-ROYCE CULLINAN NAMED 'PRESTIGIOUS LUXURY SUV OF THE YEAR' AT ARABWHEELS AWARDS CEREMONY

The Rolls-Royce Cullinan was named 'Prestigious Luxury SUV of the Year' at the 2018 ArabWheels Awards ceremony.

The annual event celebrates the latest in automotive design, technology, performance, and luxury. Held at Dubai's Meydan Hotel on 14th November 2018, the glamorous awards show featured vehicles by some of the most influential, historic and best-loved carmakers.

The world's first super-luxury SUV and the pinnacle of Rolls-Royce's 'Effortless, Everywhere' driving and lifestyle ethos, Cullinan is an uncompromised, thoroughly luxurious all-terrain vehicle that is completely unlike anything the world has ever seen.

Cullinan was the outright winner in its category, impressing the judges with its innovative technology, unparalleled luxury and incredible, industry-leading power and performance.

Rami Joudi, Regional PR and Communications Manager at Rolls-Royce Motor Cars Middle East, Africa and India, said: "This is the first award for Rolls-Royce Cullinan and I believe there will be many more to come."

"I feel very privileged to receive the 'Prestigious Luxury SUV of the Year' award on behalf of all my colleagues at the Home of Rolls-Royce Motor Cars in Goodwood and Rolls-Royce Motor Cars Middle East and Africa regional office.

"This award goes to the 500 engineers and highly-skilled people who worked on Cullinan, the Rolls-Royce of SUVs."

Issam Eid, Editor-in-Chief, ArabWheels magazine, said: "ArabWheels Awards is much more than just handing over a trophy at a glamorous event every November. It's a long assignment that is intended to inform potential car buyers about the vehicles that should appear on their shortlists. Notably, it also gives consumers a 50 percent say in the results via our online voting process. Another 50 percent is for our judging panel whose jurors ensure the integrity and credibility of the awards but also serve as an important resource for the industry with a focus on excellence and innovation on a regional scale. The main goal was to achieve a balance between consumers and expert motoring journalists."

Cullinan represents a milestone in the development of the world's most luxurious automotive marque and aligns Rolls-Royce with a new market of discerning automobile customers in the UAE and the region who demand refinement, superb comfort and off-road capability.

Quintessentially Rolls-Royce, Cullinan's 'Architecture of Luxury' is based around superlative engineering that creates an environment of immersive luxury with driver and passengers experiencing power and performance through a smooth and silent ride that can tackle any terrain.



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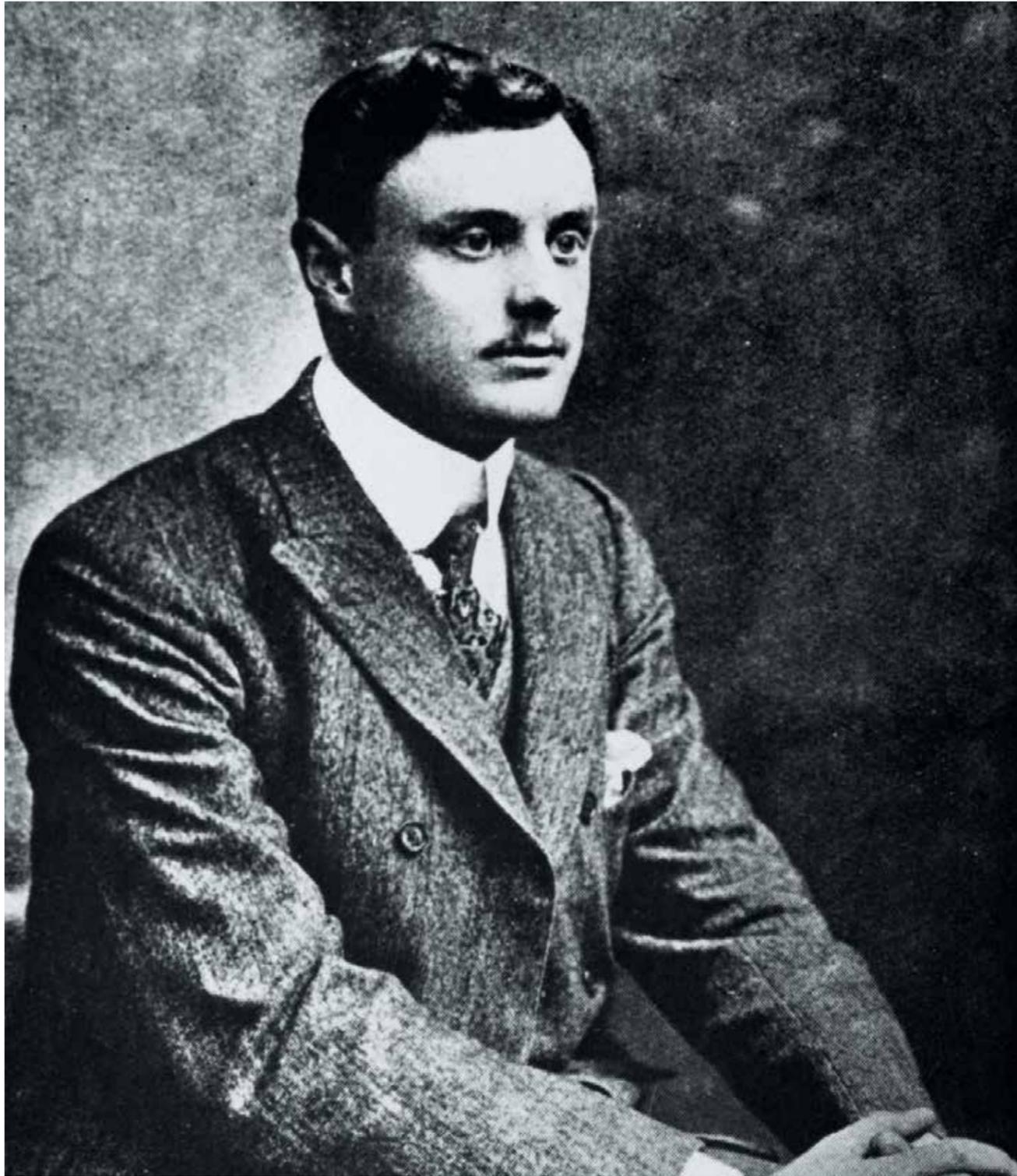
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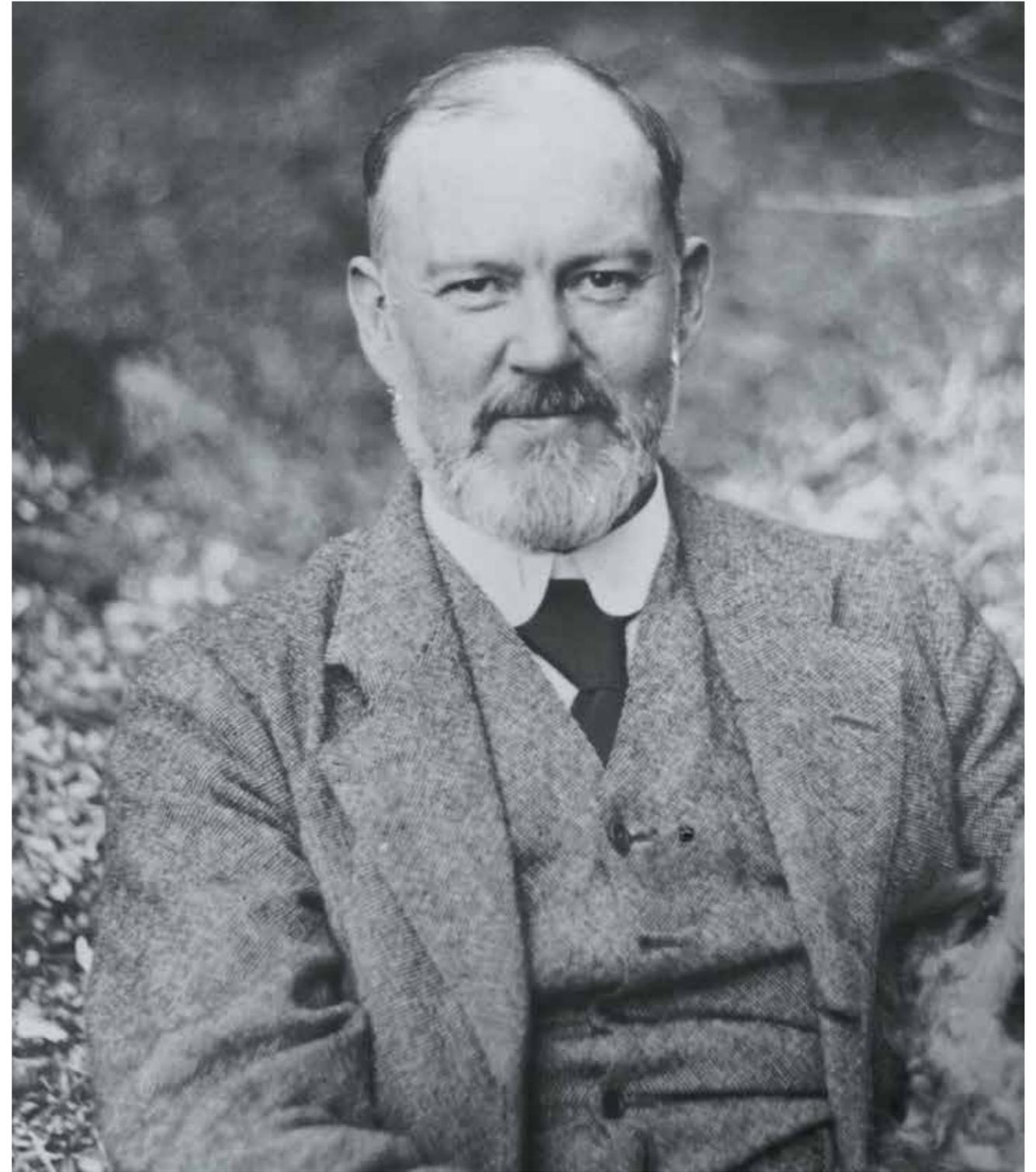
## THE BEGINNING

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.

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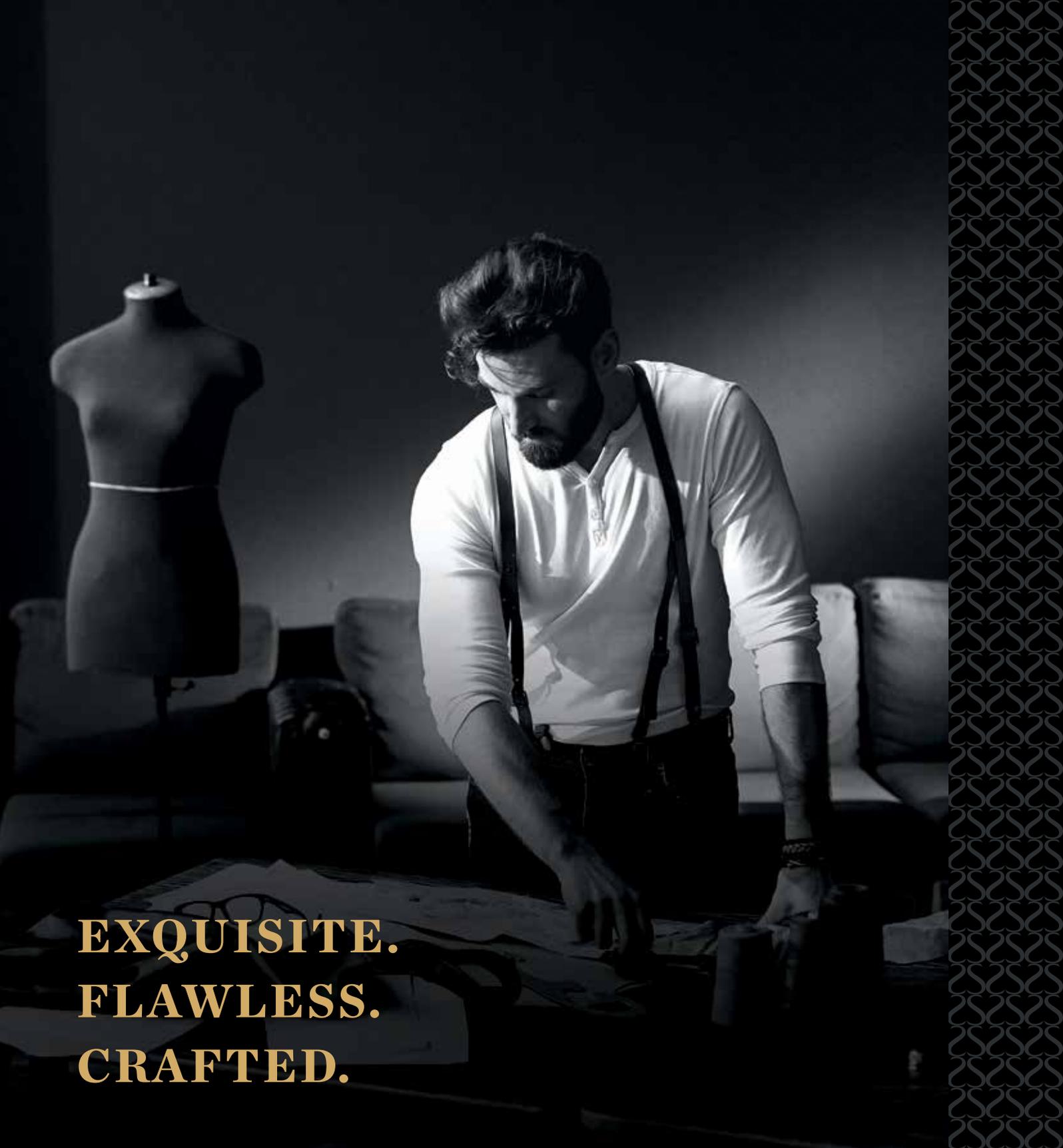
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