

# ROLLS-ROYCE MOTOR CARS AT THE 37TH BANGKOK INTERNATIONAL MOTOR SHOW



Bangkok

- Rolls-Royce KoChaMongKol Extended Wheelbase Ghost, the only one of its kind in the world, debuts at the 37th Bangkok International Motorshow
- First bespoke Rolls-Royce to be built to celebrate the nation of Thailand
- First public exhibition of Dawn in Thailand, the brand's latest super-luxury convertible
- Rolls-Royce to showcase bespoke at largest ever, seven-car stand

Rolls-Royce Motor Cars presents a specially designed super-luxury car, the KoChaMongKol car, for the first time at the 37th Bangkok International Motor Show (BIMS) today. The naming and design of the motor car means that is considered very auspicious in Thai culture.

Rolls-Royce Bespoke takes centre stage

Inspiration for the KoChaMongKol Extended Wheelbase Ghost has come from a most revered symbol of the Thai nation - the elephant. It has played a very significant role, economically, socially and in the defence of the country through the ages.

The unique, Bespoke car was the result of a collaboration between Goodwood, the Home of Rolls-Royce, authorised dealer Rolls-Royce Motor Cars Bangkok, and the Fine Arts Department of Thailand. The process involved the drafting of Thai-related motifs, which were presented as several sketch candidates to Goodwood's Bespoke team.

The choice of Thailand's business elite, Ghost Extended Wheelbase was chosen as the blank canvas for the KoChaMongKol car. The Rolls-Royce Bespoke team incorporated motifs of the revered elephant on the exterior and interior of the car. On the interior, the motifs can be seen on the veneer - painstakingly etched by Rolls-Royce craftsmen, while the exterior Mandarin coachlines and motifs have been painted by the renowned coachline painter Mark Court, who is usually the last person to lay his artwork to any Rolls-Royce car before it leaves Goodwood.

The English White exterior is the perfect backdrop to the motifs. On the interior, special natural grain leather in Smoke Grey and Dark Spice mix with Mandarin stitching and seat piping for contrast, while all headrests are embroidered with Mandarin RR monogram. Special, Teflon-coated dark spice umbrellas complete the colour matching. The concept, as always with Rolls-Royce: to create a sanctuary and ensure simplicity.

Asia Pacific Regional Director Paul Harris comments: "The Rolls-Royce Bespoke programme is the pinnacle of our customer offerings, creating unique personal and individualised automotive couture. I am delighted that we are able to recognise the Thai nation with a very auspicious car and celebrate an icon not only here but for the rest of Asia."

"This is the only super-luxury car of its kind in the world. The designs have not been featured on any previous car, so as a Thai, I am immensely proud to be able to share the KoChaMongKol Ghost Extended Wheelbase here on a South East Asian stage. The name and design of this car make it auspicious, in our belief it lends prosperity and happiness, so it goes beyond a mere car. It is our most significant bespoke car to date," said Deputy Managing Director of Rolls-Royce Motor Cars Bangkok, Chatvithai Tantraporn.

The KoChaMongKol Ghost Extended Wheelbase is powered by a 6.6 litre twin-turbo V12 producing 563hp and 780NM of torque. In Thailand, Extended Wheelbase models make up the majority of Ghost motor cars sold in the country.

## New Dawn for Thailand

For the first time in Thailand, Rolls-Royce introduced the new two-door super-luxury convertible, Dawn, which promises a pivotal moment in open top motoring. The superlative engineering for Dawn results in motor car which is as quiet as Rolls-Royce's Wraith with the hood closed, and a roof mechanism that opens in around 20 seconds by means of a movement that has been coined as 'the Silent Ballet'.

Dawn is the company's first new convertible in 8 years. It is also powered by a 6.6 litre twin-turbo V12 producing 563hp and 780NM of torque.

Asia Pacific Regional Director, Paul Harris, said: "With Dawn's bold and contemporary design, we turn a new chapter in Rolls-Royce's prestigious history, defining what it means to be cool, modern, sexy and luxurious."

## Moving automotive sculpture

Dawn's highly contemporary, four-seat super-luxury Drophead is an evolution of Rolls-Royce's design language, with one clear objective: to make a car that looks as beautiful with its roof up as with it down.

Roof down, the sensuous lines of Dawn are evident. From the side the steep rake of the windscreen, the swage line that flows over the rear haunches and the high beltline that rises along the profile give the impression of effortless dynamism. The very same rising beltline wraps around the rear passenger cabin to create a cossetting effect.

The deck continues Rolls-Royce's excellence in modern craftsmanship. Open-pore Canadel panelling traces the horse-shoe shape of the rear cabin, whilst the wood on the deck, which can be chosen to suit individual taste, flows down the 'Waterfall' between the rear seats, and around the cabin clothing the interior door panels - enticing an owner or passenger to enter Dawn.

## True four-seater space

Rolls-Royce's design ethos has created a cabin that conveys all the hallmarks of the brand's peerless craftsmanship combined with an invigorating driving experience, delivered in the benchmark effortless Rolls-Royce character.

- Ends -

## Rolls-Royce Motor Cars

Rolls-Royce assembles its handcrafted super-luxury cars at the Home of Rolls-Royce, which is located on the Goodwood Estate in West Sussex, England. Last year, the company delivered 3785 cars globally, with the highest growth in the Asia Pacific region. Nearly every customer specified specially commissioned Bespoke design elements. This reaffirmed the marque's status as the only authentic purveyor of hand-crafted super-luxury motor cars.

The authorised Rolls-Royce Motor Cars dealer in Thailand is operated by Millionaire Auto (Thailand) Company Limited, under the Holding company, Master Group Corporation (Asia).

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## Notes to editors:

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