



Rolls-Royce | Media Information

NEW ROLLS-ROYCE GHOST REVEALED IN BAHRAIN

2 November 2020, Manama, Bahrain

#RollsRoyceGhost

The New Rolls-Royce Ghost, the latest addition to the marque's collection of the most refined vehicles in the world, was officially revealed in Bahrain by EuroMotors.

As a select number of the city's motoring cognoscenti, VIP figures and brand enthusiasts were exclusively welcomed at the Rolls-Royce Motor Cars Bahrain Showroom from 1 to 5 November 2020, all within the parameters of the social distancing rules and regulations, the new Ghost took centre stage and captured both the attention and imagination of all in attendance. Welcoming guests was none other than David McGoldrick, General Manager for Rolls-Royce Motor Cars at EuroMotors Bahrain, who commented:

"The New Ghost is a masterpiece of craftsmanship; it whispers its qualities; it doesn't shout. Our founding father's insightful saying 'Small things make perfection, but perfection is no small thing' stands true 116-years later and is embodied in the creation of our New Ghost."

Taking all in attendance on a product walk around, guests were able to fully immerse themselves in the identity of New Ghost as David McGoldrick continued:

"Succeeding the most successful product in the marque's history, the New Ghost is the most technologically advanced Rolls-Royce yet, reflecting 'Post Opulent' design philosophy, and rejecting

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MOTOR CARS

Rolls-Royce Motor Cars Bahrain

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superficial expressions of wealth. It is a beautiful, minimalist and highly complex product; the very essence of Rolls-Royce. We are delighted to reveal new Ghost here in Bahrain to our media friends and clients.”

THE NEW ROLLS-ROYCE GHOST

The most technologically advanced Rolls-Royce yet, the New Ghost succeeds the most successful product in the marque’s 116-year history. Reflecting ‘Post Opulent’ design philosophy and rejecting superficial expressions of wealth, this beautiful minimalist and highly complex monolithic sculpture is in perfect harmony with Ghost clients’ needs and perfectly in tune with the times.

Built on rigid aluminium Rolls-Royce spaceframe architecture, allowing designers and engineers to incorporate more technology such as all-wheel drive and all-wheel steering for unprecedented poise and surefootedness.

The New Ghost incorporates a world first Planar suspension system significantly increasing agility and effortlessness and is equipped with hallmark 6.75-litre twin-turbo V12 engine, delivering 571PS and 850nm.

For effortless egress, doors now electrically open as well as close and the interior components are tuned to specific resonant frequency to create a sense of serenity. The down lit Pantheon grille discreetly illuminates the Rolls-Royce iconography and the illuminated Fascia debuts featuring Ghost nameplate surrounded by more than 850 stars.

Full details are available at [thenewghost.com](https://www.thenewghost.com)

EDITORS’ NOTES

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- The official Twitter account for Rolls-Royce Motor Cars Middle East and Africa: @RRMC_MEA
- Rolls-Royce Motor Cars
Rolls-Royce Motor Cars is a wholly-owned subsidiary of the BMW Group and is a completely separate company from Rolls-Royce plc, the manufacturer of aircraft engines and propulsion systems. Over 2,000 skilled men and women are employed at the Rolls-Royce Motor Cars' head office and manufacturing plant at Goodwood, West Sussex, the only place in the world where the company's super-luxury motor cars are hand-built.

FURTHER INFORMATION:

You can find all our press releases and press kits, as well as a wide selection of downloadable high-resolution photographs and video footage at our media website, [PressClub](#).

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