



Rolls-Royce Motor Cars

Media Information

ROLLS-ROYCE WRAITH MAKES AUSTRALIAN DEBUT AT SYDNEY HARBOURFRONT

24 July 2013, Sydney

- Wraith launched in Sydney - Australian debut
- Most powerful Rolls-Royce in history: 465kw / 624 bhp and 800nm / 590 ft lbs torque from 1,500 rpm: 0-100 km/h in 4.6 seconds (0-60 mph in 4.4 seconds)
- Wraith set to be the most luxurious four-seater Coupé in its segment
- New Satellite Aided Transmission technology available in Australia
- Wraith pricing in Australia to start from \$645,00 AUD on the road

Rolls-Royce Motor Cars today unveiled the highly anticipated Wraith at a closed room event in Sydney.

The latest addition to the Rolls-Royce family received its Australian debut at the Sydney Overseas Passenger Terminal in the iconic Sydney Harbour area. As a contemporary two-door coupé, Wraith's fastback design hints at the ultra-luxury model's promise of extraordinary power, style and drama.

Paul Harris, Regional Director, Rolls-Royce Motor Cars – Asia Pacific, said: "The most powerful Rolls-Royce motor car in history has been eagerly awaited by our Australian customers. We foresee it being a sought-after addition to the Rolls-Royce family in Australia, a market which has embraced two-door Rolls-Royce cars. Wraith stretches the boundaries for Rolls-Royce and will help steer our future."

Wraith boasts a V12 engine married to 8-speed automatic ZF transmission. 624 bhp / 465kW is available to the driver while the 0-100 km/h sprint is achieved in 4.6 seconds, compared with 563 bhp / 420kW and 0-100 in 4.9 seconds for Ghost.

The Rolls-Royce trait of effortlessness is achieved with Satellite Aided Transmission, which processes GPS data to predict the driver's next move, automatically selecting the correct gear for



the road ahead at motorway junctions and roundabouts. A one-touch call button akin to an on-board valet, allows navigation, telephone and multimedia to be controlled via voice commands.

Dan Balmer, General Manager, Rolls-Royce Motor Cars – Asia Pacific, added: “Wraith is not only an exceptional car, but also the first product launched for Rolls-Royce Motor Cars where the Bespoke programme will be immediately available. In a market like Australia, we see this being particularly attractive due to a strong demand for highly personalised motor cars. For example, Sydney has the highest uptake of Bespoke for our Ghost family cars in the region.”

Wraith pricing in Australia starts at \$645,000 AUD with first customers to receive their orders by quarter four of this year.

Wraith

Wraith is the boldest, most dramatic and powerful Rolls-Royce that has played host to the famous Spirit of Ecstasy figurine. Featuring a contemporary two-door design, Wraith’s striking fastback body exudes power, style and drama.

Finished in Diamond Black lower and Jubilee Silver upper paint, this two-tone presentation complements Wraith’s sweeping fastback design that gives the car its unique character. Bold lines, tension in the panels and a raked rear screen evoke the image of a world-class athlete poised in the starting blocks. Further expression of dynamic intent can also be seen in Wraith’s deeply recessed grille and wide rear track.

Coach doors open to reveal a sumptuous interior complete with the softest Phantom-grade leathers in a Consort Red accent, and expanses of wood called Canadel Panelling. Named after the famous cove in the South of France where Sir Henry Royce and his design and engineering teams spent their winters, this contemporary and tactile finish sweeps through the interior, cossetting four occupants in a space bathed in light and warmth. This stunning new open grain wood treatment is a testament to the skills of our craftspeople in Goodwood.

Performance delivers on the promise of Wraith’s styling. Power delivery is effortless, but dramatic, thanks to a V12 engine married to 8-speed automatic transmission. 624 bhp and 800 Nm of torque from only 1,500 rpm is available to the driver enabling Wraith to achieve the 0-100 km/h



sprint in 4.6 seconds.

A wide rear track, shorter wheelbase and lower roof height further contribute to the most involved driving experience of any Rolls-Royce in history. The car sits on a set of 21-inch five-spoke part polished tyres which feature self-righting RR monogram centres matched to the body colour of the car. Wraith's suspension has also been tuned to minimise body roll and discreetly amplify feedback when cornering; while steering weight is heavier at high speeds and lighter at low speeds adding to the spirited drive.

However, Wraith is no GT bruiser. Agility improvements have been achieved with absolutely no compromise to the sensation of riding on a bed of air. A more polished, effortless driving experience and even better response brings a new, more dynamic dimension to the famous Rolls-Royce trait, waftability.

For over a century a Rolls-Royce motor car has featured technologies designed to support occupants discreetly, delivering a peerless driving experience epitomised by the term 'effortlessness'. In every Rolls-Royce these technologies assist the driver when called upon, but are prepared to return without fuss to the background when no longer required.

Advances in mechanical and electrical technology deliver systems like head-up display, adaptive headlights and Wraith's keyless opening boot. Camera system will come as standard in all Wraiths delivered to Australia. Improvements in connectivity have also taken the human-machine interface to a new level of sophistication, a suite of aids that could be likened to a contemporary on-board valet.

Voice activation commands, for example, come with a one-touch call button located on the steering wheel. A destination no longer requires manual input from a navigation menu and route assistance begins immediately, on-screen and via audio guidance following a voice command.

The Spirit of Ecstasy rotary controller allows navigation through on-screen functions using a touch pad. Letters can also be 'drawn' onto the pad by hand rather than by scrolling through a series of available characters on-screen.



The debut of Satellite Aided Transmission (SAT) technology takes the powertrain to a new level of effortless delivery, one that perfectly suits the Rolls-Royce brand.

Satellite Aided Transmission uses GPS data to see beyond what the driver sees; it anticipates his next move based on location and current driving style, then selects the most appropriate gear for the terrain ahead. Motorway junctions and roundabouts are all anticipated in advance, meaning Wraith is constantly poised to deliver on its promise of performance.

Based on the level of interest in Wraith, and Rolls-Royce's plans to expand its showrooms in Australia, the market is set to become one the largest in the region for the model.

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