



PHANTOM

PRODUCT HIGHLIGHTS



ROLLS-ROYCE
MOTOR CARS

INTRODUCTION

Dear Dealer Partners,

Phantom is the ultimate expression of the Rolls-Royce Brand.
Phantom continues to write the luxury motor car rulebook, it defines the segment.

This booklet contains the headlines and highlights that distinguish Phantom:
it celebrates Phantom for being an icon, the embodiment of hand-built
craftsmanship and providing the occupants with an unrivalled sanctuary.

Facts that will help answer questions about what makes Phantom
the Pinnacle.



PINNACLE DEFINERS



ICON

Its timeless exterior design gives Phantom a transcendent presence, which is utterly and unmistakably Phantom. Combined with its rarity, heritage and breadth of capability, this presence affirms Phantom’s status as an icon of the automotive world.

“It stands out. It has the wow factor and I think it’s the best car in the world, so I bought another one.”



CRAFTSMANSHIP

Phantom is the ultimate embodiment of something which sets Rolls-Royce apart as a manufacturer, hand-built craftsmanship. It offers the greatest opportunity of all for clients to personalise their car, making Phantom a canvas for personal expression.

“I felt the Phantom. I felt the heritage, the people’s hard work, sweat and tears went into it”



SANCTUARY

Phantom’s defining characteristic is the almost surreal sense of sanctuary and wellbeing that it offers to driver and passenger alike. The depth of engineering and quality of construction imbue Phantom with acoustics and ride quality unmatched by any other motor car.

“I was a bit surprised by how comfortable it was. I felt I was home.”

HERITAGE



It all started with the philosophy that Rolls-Royce would produce an immaculate chassis and interior. The patron would then take their car to a coachbuilder to craft the exterior. Thus, no two phantoms were a like.

Phantom has always been the world's most luxurious and exclusive car. A car that has become synonymous with personalisation and luxury.

Even today, Phantom carries over this personalisation and no two Phantoms are a like. Thanks to its low volume Phantom is the only motor car to still have joined bodylines in the old builders tradition. Creating seamlessly joined body panels.

When people think Rolls-Royce – They think Phantom.

DESIGN

Icon



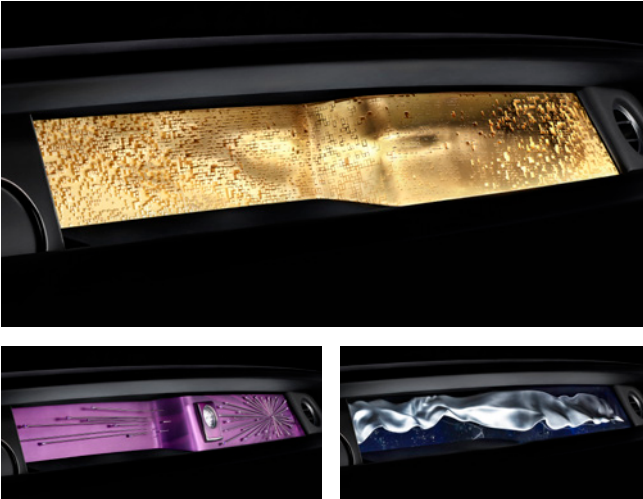
Phantom through its heritage, has blended its unique proportions and celebration of verticality, creating an unrivalled presence.

Phantom is pinnacle with its unique proportions. It has the ideal body to height ratio and a longer dash to axel than any other model. Elements that have been accentuated since its coachbuild history, which are a signifier of its power and capability.

Lights and details are scaled down in order to further accentuate the impression of scale, making Phantom appear larger, more grand.

The Pantheon grille has always sat higher than its arches, establishing an uncompromising aesthetic.

GALLERY



An uninterrupted piece of glass which spans the width of Phantom’s fascia, behind which a recess presents an illuminated stage, an area for patrons to exhibit art and embrace the unique storytelling characteristic of the marque.

THE GALLERY CLEAN ROOM

Even a minute speck of dust would detract from the aesthetic perfection of the Gallery. Thus, The Gallery Clean Room contains four medical grade, positively pressurised spaces. Any particulates measuring above 0.001 of a micron are detected, a staggering statistic considering a human hair is between 50-100 microns in diameter.



THE GALLERY ROOM CLEANLINESS

This room is deep cleaned each week in a process that takes up to eight hours. All metal elements, no matter how small, must be sanitised in an ultrasonic cleaner at 70 degrees for a period of 52 minutes.

THE CRAFTSPEOPLE

There are only five craftspeople trained to operate in the Gallery Clean Room. Medical-grade, lint free surgical clothing must be worn at all times, including a hairnet, a sterile mask, surgical overalls and overshoes.

BESPOKE AND PERSONALISATION



Phantom is the favoured canvas for true bespoke creation. It enables Patrons working with our design team to bring their dreams to life. It is the largest canvas for personal expression. More than a third of all Phantoms have unique one-off features developed specifically for that car.

VENEER



Phantom has the largest veneer offering and the geometry of the fascia gives the veneer a depth and solidity only seen on Phantom. Most Rolls-Royces use a 1 stage veneer pressing process. However, Phantom’s fascia is book matched in a 3 stage pressing process to craft the beautiful contrast veneer on the fascia. Phantom has the largest single veneer part ever fitted to a Rolls-Royce, the fascia at 1.4m wide. 40% wider than any other veneer fitted to a Rolls-Royce.

PAINT AND LEATHER



Phantom is the only model to have the coachline hand-waxed, as handheld polishing machines are unable to cope with the intricate exterior design. The leather interior requires the finest craftsmanship skills. Phantom has the most complex leather parts and 50% or more parts than any other model.

ACOUSTICS

The cabin of Phantom is a sanctuary from the outside world. The acoustic insulation and noise absorbing materials create an unrivalled feeling of tranquillity inside Phantom. Phantom has more noise absorbing material and thicker acoustic glass (6mm) by up to 1.5mm than any other Rolls-Royce. This makes Phantom's sanctuary the most silent offered by the Marque, with up to 2.5 dB(a) quieter than any other model and quieter than the rustling of trees on a forest walk. Note that a 3 dB(a) change represents a doubling or halving of sound energy.

Additional elements contributing to the inner sanctuary include 60mm headliner noise absorbing material, 3 exhaust silencers and air ducts with acoustic treatment for a quieter air-conditioning.

CABIN SPACE



Phantom offers the most cabin space of any Rolls-Royce. It includes additional comfort measures such as thicker seat padding and optional elevating footrests. Phantom also has stadium seating, where the rear seats are higher, providing greater visibility to all occupants.

Phantom has the most rear leg space up to 1.35m (53.1in) in Phantom Extended.

PRIVACY



Phantom provides unrivalled levels of privacy, by cocooning the passengers behind the C-Pillar and offering the 'Privacy Suite' for Phantom Extended.

The Privacy Suite is a partition wall between the front and rear of the cabin. The partition is an acoustic separation that inhibits the transmission of conversations, preventing discussions in the rear cabin from being understood in the front. Also, electrochromic glass enables visual separation.

EFFORTLESS DRIVING



Phantom is the Pinnacle Rolls-Royce Motor Car and commands the largest road presence. The seating position is also commanding, with the driving position being higher than the other Rolls-Royce sedan.

Phantom is effortless in its driving experience. Seamlessly integrated technologies, such as 4-wheel steering, give the driver the utmost confidence on their journey; enabling accurate low-speed manoeuvrability and stability at high-speeds.

*Not available in the USA/CA

MAGIC CARPET RIDE

Phantom is the most comfortable Roll-Royce, with the suspension fine tuned for maximum “waftability”. For example, the suspension has the highest volume in the air struts to enable this maximum “waftability”. Also, self-levelling suspension automatically maintains the height of the vehicle body at a set level regardless of the load, thereby helping to ensure safe driving and comfort.



PHANTOM



POSITIONING

Phantom is the pinnacle driving experience, a living Icon. Phantom patrons lead a fluid lifestyle, they are not bound by rules or time zone, they are the rockstar behind their success. They are self motivated and driven to create moments inconceivable by all bar the precious few – and for them, Phantom represents an elevating force that enables the extraordinary.

PHANTOM EXTENDED



POSITIONING

Phantom Extended is the Icon of Icons. It allows the Owner to lead a structured life, setting a pace that others follow. The Sanctuary of Phantom Extended allows the Patron to enjoy ultimate tranquillity, amidst the bustle of modern life.

PHANTOM INSIGHTS



1. Lights and details are scaled down in order to further accentuate the impression of scale and presence making Phantom appear larger, more grand.
2. Phantom is the only model to have the coachline hand-waxed, as handheld machines are unable to cope with the intricate exterior design.
3. The Gallery embraces hand-built craftsmanship with only five associates trained to operate in the Gallery Clean Room.
4. The most comfortable Rolls-Royce with the largest volume in the air struts for maximum “waftability”.
5. To elevate comfort, Phantom has thicker seat padding and optional elevating footrests.
6. Phantom provides unrivalled levels of privacy, by cocooning the passengers behind the C-Pillar.
7. Phantom has more noise absorbing material and thicker acoustic glass (6mm) by up to 1.5mm than any other Rolls-Royce.
8. Phantom’s sanctuary is the most silent offered by the Marque, with up to 2.5 dB(a) quieter than any other model. Note that a 3 dB(a) change represents a doubling or halving of sound energy.
9. The largest interior space with up to 1.35m (53.1in) of rear leg room in Phantom Extended.
10. Phantom has the largest single veneer part ever fitted to a Rolls-Royce, the fascia at 1.4m wide. 40% wider than any other veneer fitted to a Rolls-Royce.
11. Phantom has the most complex leather parts and 50% or more parts than any other model.
12. Phantom commands the largest road presence and is effortless in its driving experience.

ARCHITECTURE OF LUXURY



ALUMINIUM SPACEFRAME

Phantom is crafted on the aluminium spaceframe, which has a stiffness higher than 40,000Nm/°, enabling the next generation of the magic carpet ride and acoustics.

6.75L V12 ENGINE

Effortless power from the 6.75L V12 with 563bhp (420 KW / 571 PS). This engine provides maximum torque of 900Nm (664 lb.ft) from 1,700 RPM.

SATELLITE AIDED TRANSMISSION

A technology that uses GPS mapping data to ensure the correct gear is always pre-selected for the road terrain ahead.

LASER LIGHTS

Visual range up to 600m – Twice the range of LED headlights and ten times the intensity of a conventional light source.

REAR-WHEEL STEERING

Rolls-Royce’s intuitive all-wheel steering technology adapts to the speed to ensure manoeuvrability, dynamism and comfort is ensured.

HEATED PASSENGER SURROUNDS

Provides extra refinement to complement the heated seat capability.

HIDDEN TECHNOLOGY

Nothing detracts from the calmness of the Interior Sanctuary. Technology is hidden until required. For example, Multimedia Controllers integrated behind panels within the front and rear centre consoles.

PREDICTIVE DAMPERS

Phantom uses stereo cameras to read the road and adjust dampers accordingly contributing to its Magic Carpet Ride.

CLOSE ASSIST

Phantom is famous for its rear coach doors which can be closed by the rear seat passengers at the touch of a button. A function also available on the front doors.

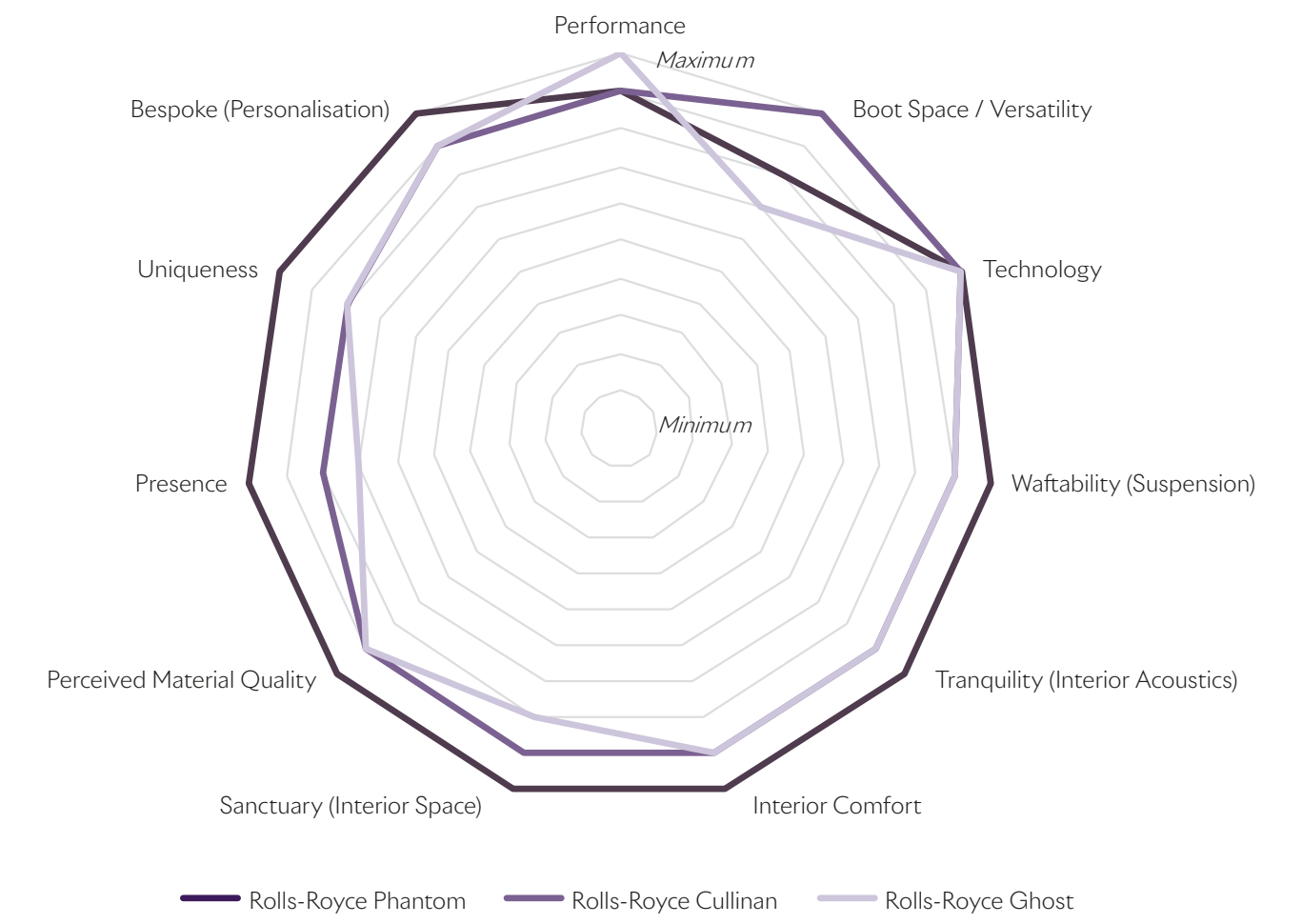
PHANTOM EXTENDED

Identifiable by the polished stainless steel finisher running along the lower waftline, which eludes at the additional 22cm of rear-legroom & optional Serenity Seats.

MODEL COMPARISON

The model comparison visualisation is a summary of the Phantom Product Highlights booklet. It has been created through an extensive analysis of intangible and technical features, which define why Phantom is the Pinnacle motor car.

It highlights that Phantom’s Pinnacle features are not instantly visible, but have to be experienced.



TECHNICAL FEATURES

	Rolls-Royce Phantom	Rolls-Royce Cullinan	Rolls-Royce Ghost
Launch (Generation)	2017 (8)	2018 (I)	2020 (2)
Engine	420 KW / 571 PS / 563 bhp	420 KW / 571 PS / 563 bhp [441 KW / 600 PS / 592 bhp]	420 KW / 571 PS / 563 bhp
Torque	900Nm / 664 lb.ft	850Nm / 627 lb.ft [900Nm / 664 lb.ft]	850Nm / 627 lb.ft
Top Speed	250 km/h / 155mph	250 km/h / 155mph	250 km/h / 155mph
Drivetrain	RWD	AWD	AWD
Acceleration			
0-60mp/h	5.4s (5.3s)	5.0s [4.9s]	4.6s
0-100 km/h	5.5s (5.4s)	5.2s [5.1s]	4.8s
Weight (unladen)	2,742 kg (2,827 kg) / 6,045 lbs (6,232 lbs)	2,817 kg / 6.210 lbs	2,548 kg (2,599 kg) / 5,638 lbs (5,730 lbs)
Boot Space	530ltr / 18.7cu.ft	600ltr (1886ltr) / 21.2cu.ft	507ltr / 17.7cu.ft
Leg room	Front: 1,056mm / 41.6in Rear: 1,135mm (1,350mm) / 44.7in (53.1in)	Front: 1,007mm / 39.6in Rear: 1,091mm / 43in	Front: 1,057mm / 41.6in Rear: 1,063mm (1,229mm) / 41.9in (48.4in)
Head room	Front: 1,051mm / 41.4in Rear: 990mm (995mm) / 39in (39.2 in)	Front: 1,065mm / 41.9in Rear: 1,027mm / 40.4in	Front: 1,039mm / 40.9in Rear: 994mm / 39.1in
Size (LxWxH)	5,770 (5,990) x 2,154 x 1,646 (1,656)mm / 227.2 (235.8) x 84.8 x 64.8 (65.2)in	5,356 x 2,164 x 1,835mm / 210.9 x 85 x 72in	5,558 (5,728) x 2,148 x 1,571mm / 218.8 (225.5) x 84.8 x 62in
Seating	Serenity seats on Phantom Extended	One Sanctuary seat	Serenity seats on Ghost Extended

*Please be aware that there are product difference on a regional level and product content is subject to change.

CLIENTS' & JOURNALISTS' PERSPECTIVE ON PHANTOM

“It stands out. It has the wow factor and I think it’s the best car in the world, so I bought another one.”

“The Phantom is the pinnacle, the epitome, of motoring luxury.”

Autocar

“The Phantom is the pinnacle.”

“It’s exactly as Rolls-Royce intended: a genuine pinnacle, not only of the Goodwood firm’s range, but also of cars in general.”

The Independent

“I bought it because I wanted the absolute best there was, which it is.”

“Arguably, the Phantom has no peers in the car world, which is why its maker refers to it as a “luxury good.”

AutoExpress

“They put me in the Phantom, that was the end. I phoned my wife to tell her that I was in love. That is the truth.”

“The New Rolls-Royce Phantom is the Eighth Wonder of the World.”

The National

“I sat down and thought, Wow you have got that right. There is the wow factor inside Phantom.”

“New Phantom is as good to drive as it is to be chauffeured in.”

Autocar



