



INTRODUCING SPECTRE THE SPIRIT ELECTRIFIED

QUESTIONS & ANSWERS

29 September 2021

ROLLS-ROYCE
MOTOR CARS

QUESTIONS AND ANSWERS

It is important you and your colleagues have the information you need about this new venture.
We have provided answers to some of the questions either you or your clients may have.

QUESTIONS AND ANSWERS

SECTION ONE

General client questions

Q. What is Rolls-Royce Spectre?

Rolls-Royce Spectre is the first electric Rolls-Royce ever.

It fulfils the prophecy of our founder, Charles Rolls, who in April 1900 claimed electric drive to be “perfectly noiseless and clean” and “very useful once fixed charging stations can be arranged”.

Spectre also represents a promise kept by our Chief Executive Officer, Torsten Müller-Ötvös, who pledged to take the brand electric this decade.

This is the beginning of an extraordinary undertaking. We will be subjecting test cars to more than 2.5 million kilometres of incredibly challenging testing – a simulation of 400 years of use for a Rolls-Royce.

Spectre also sets out our credentials for the full electrification of the Rolls-Royce portfolio by 2030. At that point, we will no longer produce any internal combustion engine products and become a fully electric super-luxury brand.

Q. Why did you choose the name Spectre?

Spectre is a completely new motor car and we felt it important to give it a completely new name. Yet it needed to fit perfectly

within our existing ethereal naming convention that evokes silence and mystery.

We wanted a name as powerful as Phantom, Ghost and Wraith. Spectre is a name given to otherworldly beings, synonymous with great power and apparition. Creatures of an alternative realm that make their presence felt through fleeting manifestation. A Spectre forces the world to pause. It dominates the space it occupies. Then, as quickly as it appears, it dissipates, leaving a wake of exhilaration, energy, and intrigue.

This name perfectly matches the extraordinary Rolls-Royce that we have announced – a motor car that makes its presence felt before disappearing into a world inaccessible to all but the very few.

As a quintessentially British brand, we have selected the British spelling of Spectre, however the meaning is universal whether it is Specter or Spectre.

Q. What type of vehicle is it?

From the ground up, it is a new car for Rolls-Royce and will not be a successor to any of our current models. It marks a completely new product line and concept for the brand.

Q. Is Spectre the successor to Wraith?

No. Spectre is a completely new type of fully electric Rolls-Royce and therefore it is a radical departure from anything that has come before it.

Q. Is Spectre built on a BMW platform?

No. Spectre will sit on an adapted version of the all-aluminium Rolls-Royce architecture. In 2016, Rolls-Royce debuted Phantom and with it the new Rolls-Royce Architecture of Luxury. It is a scalable and flexible space frame that was designed to underpin all forthcoming Rolls-Royce motor cars, including Spectre.

This unique technology was developed by Rolls-Royce and reserved for the marque’s exclusive use. It was created to form the foundation of not just internal combustion engine models, as it now does with Phantom, Cullinan and Ghost, but also models with completely different powertrains. Spectre is therefore the fourth Rolls-Royce to benefit from the new architecture.

This engineering freedom for Rolls-Royce stands in stark contrast to the constraints placed upon other luxury manufacturers who share platform requirements within their group.

Q. When can I find out more?

The vehicle will be released within the next 24 months and further details will become available as the launch gets closer. This will be via Whispers for existing clients, or Rolls-Royce Electrified, an area dedicated to prospective clients on Whispers, the exclusive club usually reserved for owners.

Q. Can I register my interest now?

Yes, you can opt in and register your interest with the Dealer or on the Rolls-Royce website.

FOR PROSPECTS - In the months to come, Rolls-Royce will invite you to Rolls-Royce Electrified, an exclusive area on Whispers specifically designed for clients interested in Spectre. It is a section hosted within the Whispers application, an exclusive club usually reserved for owners. It will be dedicated to providing you with the latest insights into the development of Spectre.

FOR EXISTING OWNERS - Whispers will ensure you are among the first to know about the developments of Spectre.

When will I be able to see the car?

If you register your interest, you will be the among the first to hear.

Q. What will the price of the vehicle be?

The price of the vehicle is currently not available. Register your interest with the Dealer and we can let you know once it is available.

Q. When are the first customer deliveries?

Q4 2023.

Q. When can I test drive the car?

First client dynamic experiences will be available in summer 2023. Test drive cars will start reaching the dealership in Q3 2023. Customer deliveries will begin in Q4 2023.

Q. Why is Rolls-Royce making an Electric Vehicle?

Electric drive is uniquely and perfectly suited to Rolls-Royce Motor Cars, more so than any other automotive brand. It is silent, refined and creates all its torque almost instantly, going on to generate tremendous power.

Rolls-Royce has been experimenting with an electric powertrain for some time. In 2011 they revealed 102EX, a fully operational all-electric Phantom. This was followed in 2016 with the fully electric 103EX, which represented its vision for the marque several decades into the future.

These extraordinary products prompted a huge amount of interest in electric powertrain

technology among clients. Media and clients considered it as the perfect fit for Rolls-Royce.

Q. Will there be a Plug-in Hybrid Electric Vehicle (PHEV) Rolls-Royce?

There will not be a Plug-in Hybrid Electric Vehicle.

Q. How do I find out more?

You can register your interest with the Dealer or on the Rolls-Royce website.

FOR PROSPECTS NEW TO THE BRAND - In the months to come, following registration of interest, Rolls-Royce will invite prospects to Rolls-Royce Electrified, a new and dedicated area within the Whispers app, specifically designed for our clients who register their interest in Spectre. Through the app, they will be among the first to learn about our journey as we launch the first all-electric Rolls-Royce.

FOR OWNERS – They can keep abreast of our developments through Whispers. As per our promise, Whispers members will be among the first to learn about our journey as we bring to market the first all-electric Rolls-Royce.

Q. What is Rolls-Royce Electrified?

Rolls-Royce Electrified is a dedicated section for prospects (not yet owners) within Whispers, our exclusive club, for which access is an honour usually reserved for owners. The new area will keep those who have registered their interest informed as we progress in our journey to bring to market the first ever all-electric Rolls-Royce motor car. Along the way, they will also receive insights from the development team, all through the Whispers app.

Q. What is the performance like?

Rolls-Royce is driven by continuing to fulfil its history of effortless driving, comfort, and luxury. First and foremost Spectre will be a Rolls-Royce.

Q. Will all Rolls-Royce motor cars be electric?

The entire Rolls-Royce portfolio will be electric by 2030.

Q. How will owning an electric Rolls-Royce be effortless?

There will be new features on Whispers, which will further enhance the ownership experience, to make owning an electric vehicle effortless. More will be revealed closer to launch.

Q. What is the range?

We are not revealing any technical details just yet, but Spectre will elevate the global all-electric car revolution and create the first and finest super-luxury electric car ever.

QUESTIONS AND ANSWERS

SECTION TWO

Dealer questions

Q. Which clients should I target?

Spectre reflects the desires of the contemporary Rolls-Royce Motor Cars client. A motor car for highly successful, influential and progressive women and men, who wish to reward themselves with a luxury product. We believe Spectre will resonate with nearly every layer of Rolls-Royce's clients. Therefore, be open and willing to engage and welcome new and old clients to the brand.

Q. What messages should I lead with?

As with selling any car, understand the desires, needs and values of the customer and focus on the points that are relevant to them. Encourage the prospect to join Rolls-Royce Electrified via Whispers or the owner to join Whispers. This way they will receive the latest insights into the development of Spectre and be prioritised to receive invitations to the future launch activities.

Closer to the launch phase, Rolls-Royce will release more information to you about Spectre and its many features and client benefits. Ensure you stay engaged and up to date via Whispers, Engine and the Sir Henry Royce Learning Institute.

Q. How do I register a customer?

We anticipate that Spectre will generate enormous interest and enthusiasm from current and prospective owners.

We ask that you capture client interest immediately, by creating Spectre opportunities in Salesforce. Creating opportunities in Salesforce will benefit the client by ensuring they are prioritised for launch activities and product information. It will also allow us to use this data to support you with enhanced targeting through the launch.

A detailed guide on how to register a customer's interest is available on the Spectre page on www.rrmc-training.com

QUESTIONS AND ANSWERS

SECTION THREE

General questions
about Electric Vehicles

Q. **Where and how do I charge an Electric Vehicle?**

There are several ways to charge an Electric Vehicle. The recommended charge location is at your property with a charger such as a wall box. A wall box will fully charge a car effortlessly and conveniently. Alternatively, you can charge at a public charger. Rolls-Royce is developing new features for Whispers to make charging in public as effortless as possible.

Q. **What do I need for an Electric Vehicle?**

You do not need any additional equipment to own an Electric Vehicle. However, having a wall box installed at your property will simplify the ownership experience, as it will allow you to charge overnight efficiently and conveniently.

Q. **How does an Electric Vehicle work?**

An Electric Vehicle consists of a high-capacity battery, which replaces the fuel system of a conventional motor car. This supplies power to an electric drive motor, which is installed in place of the internal combustion. All these components are operated and controlled via an intelligent onboard computer system.

Q. **What are the service requirements?**

An Electric Vehicle requires servicing at regular intervals, just like any car. Tyre wear and tear, passenger cabin air filters, windscreen wipers

and brake fluid changes will all still be needed. Like any car, local market mandatory inspections will be required, but with no emissions test and with fewer parts to test, repairs could be reduced.

Q. **Does the battery last?**

Rest assured, the battery is designed to have a long life. More information will be released when Spectre is launched.

Q. **What do all the different terms mean?**

EV – Electric Vehicle: can be used to refer to a BEV, PHEV or HEV.

BEV – Battery Electric Vehicle: only powered 100% by a battery. The lowest level of emissions while being used.

PHEV – Plug-in Hybrid Electric Vehicle: powered by conventional fuel (diesel or petrol) and a battery, which can be plugged in to charge.

HEV – Hybrid Electric Vehicle: powered predominately by conventional fuel (diesel or petrol) but typically has a small battery to help the car go further or improve acceleration.

ICE – Internal Combustion Engine: a conventional engine powered by a conventional fuel (diesel or petrol).

ZEV – Zero Emissions Vehicle: unlike diesel

or petrol-powered vehicles, a BEV emits no harmful pollutants, therefore is classed as a ZEV. However, a PHEV or HEV does emit and therefore cannot be classified as a ZEV.

FAST CHARGE: charging at a higher current than a household current. This will fully charge a car in less time than a standard charging point. Fast charging uses DC current, which supplies power directly to the battery and does not require the onboard AC/DC converter.

DC vs AC – Direct Current vs Alternating Current: DC is the flow of electric charge in one direction, while AC is the flow of electric charge that periodically reverses direction. AC is predominately found as standard mains power because it can travel long distances. DC is not capable of travelling long distances, although the power transfer is a smoother flow. Both are essential, one is not better than the other.

For more information, please contact your regional representative.