

Rolls-Royce enhances bespoke offerings via Ghost customization

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[1]

Two-tone Rolls-Royce

British automaker Rolls-Royce Motor Cars is upping the customization on its Ghost models by allowing consumers to choose two-tone exterior and interior features.

The brand originally started the two-tone bespoke option for its Phantom models some time ago and will start to offer this option for the Ghost. The first two-tone Ghost was revealed at the Geneva Auto Show last week.

"Rolls-Royce has created a very personalized process for owners to design their new purchase and stay posted while it is being built," said Ron Kurtz, president of [American Affluence Research Center](#) ^[2], Atlanta.

"The new two-tone option adds another element to the existing process as well as being a new product feature that will help to differentiate a purchaser's new Rolls-Royce, which may be important to a segment of their clients," he said.

Mr. Kurtz is not affiliated with Rolls-Royce, but agreed to comment as an industry expert.

[Rolls-Royce](#) ^[3] did not respond before press deadline.

No phantom offers

The two-tone Rolls-Royce Ghost offers the customization options that have become synonymous with the brand name.

The paint of the Ghost found at the Geneva Auto Show is Infinity Black with a Cassiopeia Silver upper two-tone.



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GENEVA 2012 GHOST**
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(03/2012)

[4]

Two-toned Rolls-Royce Ghost

The interior is also two-tone, with seashell headlining and black leather frames with a black stained ash veneer. There are also lambswool floor mats.

A second bespoke two-toned Ghost has been commissioned by a client in the Middle East.

This model is Baynanah Brown with Arizona Sun for the car's bonnet, window surrounds, roof and luggage compartment.



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Rolls-Royce two-tone

There is also a gold-plated Spirit of Ecstasy and double coach-line.

"Adding the two-tone option is a return to its roots," said Chris Ramey, president of [Affluent Insights](#) ^[6], Miami.

"The majority of Rolls-Royce cars are bespoke, so it's about creating the vision to which the client can choose," he said. "So, to a large degree, it's about adding an additional dynamic to an already very special product."

On a roll

Rolls-Royce does tend to act on its roots and play up bespoke characteristics whenever possible.

For example, the automaker allowed buyers to design their own Phantom and Ghost models by picking the wheels, exterior features such as paint and sideboards and interior colors on a mobile application ([see story](#) ^[7]).



Customization features in the Rolls-Royce app

For luxury consumers, it is not about the price, because money is not a factor in the buying process.

Rather, affluent buyers care more about having something special that no one else has, or having something personalized so that it is unique to them.

Therefore, Rolls-Royce's choice to allow bespoke customization for the Ghost and Phantom models is likely a good move toward customer acquisition and retention.

"Bespoke is becoming more important for all categories," Mr. Ramey said. "It's the continuing personalization of product in a sea of sameness that all luxury brands must address."

