



Rolls-Royce Media Information

ROLLS-ROYCE MOTOR CARS OFFERS THE PHANTOM 'ULTIMATE POWER LOT' AT THE 2018 NAPLES WINTER WINE FESTIVAL'S LIVE AUCTION ON JANUARY 27, 2018

December 4, 2017, Woodcliff Lake, NJ

- *New Phantom, the world's ultimate luxury item, to be auctioned at the 2018 Naples Winter Wine Festival, the most successful international charity wine auction in the world.*
- *First standard wheelbase version of New Phantom to be built has been reserved as the centerpiece of the Phantom 'Ultimate Power Lot' for luxury, motoring and wine lovers.*
- *The Lot includes a slot at the coveted 2019 ROBB Report Car of the Year Competition and a curated selection of wine from Alpha Omega, whose handcrafted wines blend the Old World's winemaking style with New World technology.*

Patrons of the 2018 Naples Winter Wine Festival will have a once-in-a-lifetime opportunity to become the owner of a very special Rolls-Royce Phantom. The three-day event, founded by the Naples Children & Education Foundation, takes place January 26-28, 2018 at The Ritz-Carlton Golf Resort in Naples, Florida. Rolls-Royce Motor Cars has reserved the very first standard wheelbase Phantom as the featured luxury item in what is being heralded as the Phantom 'Ultimate Power Lot.' As the longest existing nameplate in motoring history, Phantom has defined British luxury craftsmanship for more than 92 years. Every modern Rolls-Royce is handcrafted exclusively at the Home of Rolls-Royce in Goodwood, England and the all-new Rolls-Royce Phantom marks a new chapter in Rolls-Royce Motor Cars' history.

Proceeds from the Festival's annual live auction benefit the Naples Children & Education Foundation and to round off the Lot, this special delivery, from the Home of Rolls-Royce, comes with the opportunity to participate in the 2019 *ROBB Report* Car of the Year event. The final component of the lot includes a curated collection of wine from Alpha Omega, a Napa Valley winery that blends the Old World's European balanced style of winemaking with the



New World's technology to create elegant, Bordeaux-style wines. Paired with a 2018 Phantom in Belladonna Purple with Arctic White and Tailored Purple Bespoke interior, this Lot offers the ultimate in luxury experiences for the luxury, motoring and wine lover.

“Rolls-Royce Motor Cars is honored to leverage our position as the world’s leading luxury brand to support the children who benefit from the proceeds of this event,” says Rolls-Royce Motor Cars NA President Pedro Mota. “Our owners curate their collection of motor cars and wine alike. And there is no one item more sought after for our collectors than a one of a kind Bespoke Phantom.”

The 2019 *ROBB Report* Car of the Year judging event, held in Napa Valley in 2018, includes a seat on the Car of the Year judging panel plus accommodation and meals at top rated spots throughout the event. Rolls-Royce Motor Cars and the *ROBB Report* have shared a special relationship since the title first emerged as a newsletter for successful Rolls-Royce motor car owners decades ago.

To celebrate the all-new 6.75 liter Rolls-Royce V12 engine in the Rolls-Royce Phantom, Alpha Omega has created a special 6-liter bottle of the 2014 ERA flagship wine etched with the Rolls-Royce badge. The Lot also includes a 12-month, 2-bottle Alpha Omega Wine Club membership. Since the winner will be enjoying some of the best wines that Napa Valley has to offer, they will also have the opportunity to visit Alpha Omega winery for a private vineyard tour complete with lunch and wine pairings in its cave or vineyards for six guests along with a private Library Cellar tasting experience.

-Ends-

Notes to Editors:

The all-new Rolls-Royce Phantom



New Phantom offers a wholly new, contemporary design interpretation of Rolls-Royce Phantom DNA. The all-new aluminium 'Architecture of Luxury' underpinning the new Phantom is lighter, stiffer, quieter and more technologically advanced. The many years of engineering ensures the architectural and proportional lineage of Rolls-Royce while delivering a whole new level of 'Magic Carpet Ride.'

When you enter the New Phantom, one experiences 'The Embrace' of the world's most luxurious motor car. The space enhances the sense of occasion and effortless entry as the patron settles in to the car. Once inside, 'The Suite' re-defines comfort and refinement from the newly sculpted seats to the Bespoke option of a hand-crafted champagne cooler. As your driver or valet lightly touches the iconic coach doors, the door is closed in a whisper of silence, cocooning the occupant in the finest materials.

The New Phantom features a spectacular Bespoke advancement with 'The Gallery.' An unprecedented new concept in luxury, 'The Gallery' reinterprets the motor car's dashboard for the first time in 100 years. Owners will be able to commission a truly individual work of art that spans the width of 'The Gallery' and sits behind a single pane of glass in their new Phantom.

An all-new 6.75 litre twin-turbo V12 engine is the silently beating heart of new Phantom providing a perfectly tuned level of power and performance. Engineers have also discreetly applied Satellite Aided Transmission, rear-wheel steering and a myriad of behind the scenes technology to provide an effortless experience. The New Phantom is the most technologically advanced Rolls-Royce ever.



Further information:

You can find all our press releases and press kits, as well as a wide selection of high resolution, downloadable photographs and video footage at our media website, [PressClub](#). You can also find the communications team at Rolls-Royce Motor Cars on [Twitter](#) and [Instagram](#)

The Naples Children & Education Foundation and Naples Winter Wine Festival

The Naples Children & Education Foundation, the founding organization of the Naples Winter Wine Festival, improves the educational, emotional and health outcomes of underprivileged and at-risk children. Through its annual grants and strategic initiatives, NCEF has supported over 40 of the most effective non-profits in the community, providing more than 200,000 children with the services and resources they need to excel. NCEF's unique approach, which emphasizes collaboration between organizations and bridges public and private resources, has become a blueprint for how to transform a community, one issue at a time.

The Naples Winter Wine Festival, one of the world's most prestigious charity wine auctions, offers a weekend of unforgettable memories. Guests enjoy world-class wines and food during intimate dinners in private homes, and are invited to bid on once-in-a-lifetime travel and wine experiences during an electrifying live auction. Since its debut in 2001, the NWWF has raised more than \$161 million, making a profound difference in the lives of thousands of children.

Ticket packages to the Naples Winter Wine Festival are limited to 580 guests and start at \$10,000 per couple. A \$25,000 package, which includes reserved seating for a party of four at a Vintner Dinner and under the tent, is also available. To inquire about tickets to the Festival, please contact Barrett Farmer at barrett@napleswinefestival.com or 239-514-2239, and for more information you can follow the NCEF and NWWF on Twitter and Instagram.

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