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Two Phantom's for Dubai's 7 Star Burj al Arab Hotel



Burj Al Arab, the world's only 7 star luxury hotel, which opened in Dubai in 1999, has bought two new Rolls-Royce Phantoms. Since its opening, the hotel has used only Rolls-Royce motor cars to chauffeur its guests and it currently has a fleet of 10.

Both Phantoms will be supplied by AGMC, the exclusive importer of Rolls-Royce Motor Cars in Dubai, Sharjah and the Northern Emirates. The first new Phantom was presented to Luc Delafosse, General Manager of Burj Al Arab by Karl-Heinz Kalbfell, Chairman and Chief Executive of Rolls-Royce Motor Cars. The handover ceremony took place at the hotel.

Ordered in Arctic White with a Navy Blue interior, the hotel's first new Phantom features Oak Burr wood veneer cabinetry and trim along with sumptuous leather upholstery. The cabin is further complemented with reversible footrests, lambs wool rugs and a cashmere/wool mix headlining. The second Phantom for the Burj Al Arab will be delivered before the end of the year.

The Phantom was launched in January 2003 at Goodwood, England, the new home of Rolls-Royce Motor Cars. It marries the traditional hand crafted skills associated with the marque with the very latest engineering and technical thinking.

Designed to resemble a billowing sail, the Burj Al Arab hotel soars to a height of 321 metres, dominating the Dubai coastline. It opened in 1999, offers 202 suites, has six restaurants and bars and even features 24-carat gold leaf fixtures and fittings.

Karl-Heinz Kalbfell, Chairman and Chief Executive of Rolls-Royce Motor Cars, said, "We are delighted that Burj Al Arab has chosen the Rolls-Royce Phantom as a natural extension of its luxury accommodation. We believe that the Phantom combines the best of modern design, engineering and technology creating a blend of qualities unique in 100 years of Rolls-Royce history."

Speaking after the handover, Luc Delafosse said, "We are delighted to take delivery of the first of two new Rolls-Royce Phantoms which will cater for the needs of our discerning guests. The Phantom is very much in keeping with our position as the world's most luxurious hotel."

Text/Photos Rolls-Royce

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