

CLASSIC DRIVER

Rolls-Royce Phantom sells for \$800,000



A special Rolls-Royce Phantom has been bought at a charity auction in the USA for \$800,000 - more than double the normal price. It was built at Rolls-Royce headquarters in Goodwood especially for the Naples Winter Wine Festival in Florida and auctioned to raise money for children's homes in America and Russia.

This Phantom was designed specifically to appeal to the tastes of wine lovers. The exterior is a rich Burgundy colour and the interior fitted with the finest leather in a deep moccasin colour. The headliner is cashmere and all wood surfaces feature cross-banded figured Mahogany. A 'cluster of grapes' motif is used on the interior and exterior - most notably as a sterling silver inlay on each of the Mahogany-veneered door cappings. The most intriguing custom features include a 'mini wine cellar' built into the floor of the boot and a cigar humidor in the glove compartment. This will be the only car built to this particular specification.



The event which took place on 5 February was staged in the grounds of the Ritz-Carlton, Naples' Golf Resort. In attendance were many of the world's finest vintners, supreme chefs, television and film personalities. The Naples' Winter Wine Festival was established by Naples families who share a passion for great wine, excellent food, and supporting their community.


James Selwa, president of Rolls-Royce Motor Cars North America was pleased by the warm reception that the Phantom received. "The real objective was to raise funds for the children. While the bidders at this event are always extremely generous, they will dig even deeper when the object they are bidding for is so special," he explained. "From its colour to its 'wine cellar', this Phantom is unique and only one will ever be made to this particular specification."

Last year, Rolls-Royce Motor Cars sold almost 800 Phantoms around the world and 420 in North America, making it the world leader in the super luxury saloon market.

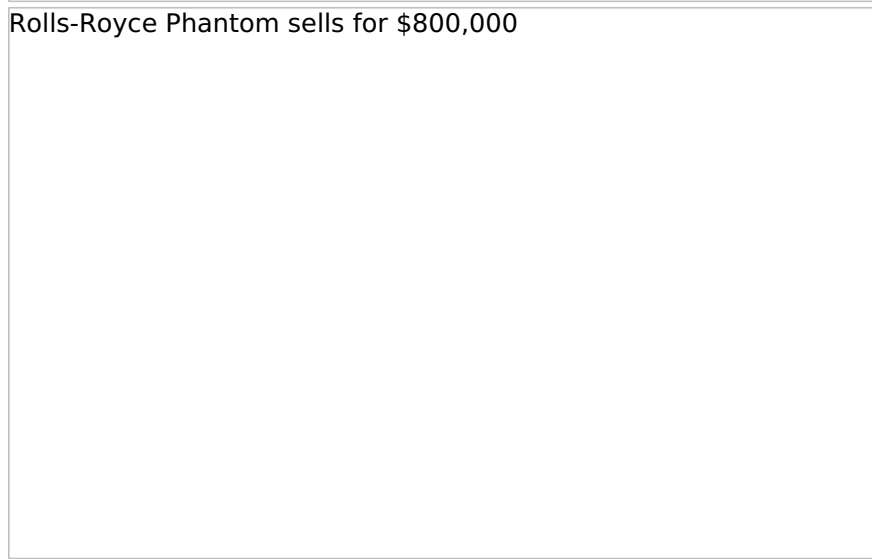
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