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Shangri-La: First Hotel in Asia to buy Phantom



The Royal Blue Phantom, finished with a Cornsilk and Navy Blue leather interior and Oak Burr veneers, will transport the hotel's most distinguished guests. Visiting dignitaries, captains of industry and celebrities will be amongst guests, who have the unique opportunity to experience Shanghai in the comfort of a new Rolls-Royce Phantom. Passengers will be in the safe hands of one of the Shangri-La's five chauffeurs, all of whom have received formal training from Rolls-Royce Motor Cars Shanghai.

Speaking at the handover ceremony, Mr Ian Robertson, Chairman and Chief Executive of Rolls-Royce Motor Cars Limited, said: "I am delighted that the Pudong Shangri-La is the first hotel in Asia to acquire the new Rolls-Royce Phantom. As the worldwide market leader in the premium luxury sector, the Phantom has received countless accolades from owners, enthusiasts and the media, so it is no surprise that the Phantom is also the motor car of choice for the world's finest hotels."

In appreciation of this motor car purchase, Mr Robertson presented a special commemorative gift of a 'Spirit of Ecstasy' mounted on a handcrafted wooden plinth. It was created at Rolls-Royce Motor Cars' head office and manufacturing plant in Goodwood, England and presented to the Pudong Shangri-La's Vice President and General Manager, Mr Philippe Caretti.

Text/Photos: Rolls-Royce

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