
First US Phantom Drophead Coupé Auctioned for \$2 Million

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One American Rolls-Royce buyer has beaten the queue for delivery of the company's eagerly awaited Phantom Drophead Coupé by bidding \$2 million at a charity auction held during the annual Naples Winter Wine festival in Florida. More than \$1.6 million will go to the Naples Children and Education Foundation, which supports charitable and educational programmes to improve the physical, emotional and educational lives of underprivileged or at-risk children.

The car was bought by a resident of Naples, who will take delivery of the car later this year. The winning bid of \$2 million is the single highest price paid for any lot in the event's seven-year history and, it is believed, makes this Phantom Drophead Coupé the most expensive new car ever sold in the USA.



Rolls-Royce launched the new Phantom Drophead Coupé at the Detroit Motor Show earlier in January 2007. The two-door, four-seat convertible is hand made at the company's headquarters in Goodwood, England. An extensive order bank already exists, with all of the 2007 cars allocated. Full production starts in the summer.

Speaking at the event, Graeme Grieve, Sales and Marketing Director, Rolls-Royce Motor Cars, said, "This was a unique opportunity for someone to secure the first US car ahead of the current waiting list for the Drophead Coupé, and make a very generous donation to an important charity in the process. Everybody at Rolls-Royce is delighted with the result."

This is the third year that Rolls-Royce Motor Cars has worked with the Naples Winter Wine Festival, raising many hundreds of thousands of dollars for good causes.

Text: Classic Driver

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