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Rolls-Royce Names New Car

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The so-called 'RR4' (or '200EX' to use its experimental prototype label) has a proper name at last. At the Shanghai motor show, CEO Tom Purves announced that the new model series has been named the Rolls-Royce Ghost.

“We are delighted to formally announce the Rolls-Royce Ghost,” said Purves, at a press conference in Shanghai. “It is one of the most revered names in the automotive industry, evoking images of adventure and technical innovation. The first cars to bear the Ghost name were known not only for impressive dependability and refinement but also great flair and style. This car will be the first in a new generation of models to carry this evocative name and will give us two pinnacle product lines – Phantom and Ghost.”



Production will begin at the company's Goodwood manufacturing facility later this year. The Ghost will have its own dedicated production line but will share paint, wood and leather workshops with the Phantom.

Text: Charis Whitcombe

Photos: Rolls-Royce

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