

Welcome
to Goodwood



The 21st Century home of Rolls-Royce Motor Cars

When the first Phantom rolled off the production line at Goodwood in 2003, it re-established the sense of occasion and anticipation that a Rolls-Royce has always created. As the home of Rolls-Royce Motor Cars, Goodwood itself has become as much a symbol of the marque as the cars themselves – modern, elegant and unique.

It is no coincidence that our production plant is situated in the English countryside on the Goodwood Estate, with its strong links to motorsport. The surrounding area is also renowned for its craftspeople from yacht-building, furniture-making and saddlery – skills that we have employed to great effect in creating our motor cars.





An iconic building

The challenge was to make our global headquarters and production facility a symbol of the distinct Rolls-Royce approach. Designed by architect Sir Nicholas Grimshaw, the building combines the latest technology and design with natural materials that work in harmony with the local environment.

This unique marriage of innovation and tradition is a long way from how most people imagine a car production line to look. From the outside, you get a tantalising glimpse of the assembly line through the 'Glass Mile' that runs the length of the building. The interior is naturally-lit, giving the assembly line and workshops a studio-like atmosphere.

The human touch

Each Rolls-Royce passes through at least 60 pairs of hands before it's handed over to its owner. Our people combine traditional craft skills with state-of-the-art technology and engineering to transform a bodyshell into a finished car. Not surprisingly, there are no short cuts along the way.

We use the most advanced technology available but we believe nothing can replace the human touch. In our leathershop each hide is checked by hand and eye to ensure it is flawless before computer-controlled laser cutters cut up to 450 pieces of leather with minimum wastage. In our paintshop we actually spend more time hand-polishing the bodywork between coats than it takes to paint the whole car.

Every Rolls-Royce offers many opportunities for personalisation and our Bespoke service lets you create an even more personal statement. Whatever you dream up, our team of engineers and craftspeople will find a way to make it a reality.





Creating perfection

“Strive for perfection in everything you do. Take the best that exists and make it better. If it does not exist, design it.” Sir Henry Royce’s words greet you as you arrive at Goodwood and they ring true throughout the entire plant. Even when a car reaches the end of the production line we don’t consider it finished. Each Rolls-Royce undergoes a rigorous programme of testing to ensure that it is absolutely perfect.

This includes a ‘rolling road’ to simulate different driving surfaces and the acoustic chamber test to ensure there are no distracting noises when the car is driven. This is followed by our ‘monsoon’ test, when 5,000 litres of water is blasted at the car to make sure it is completely watertight. Finally, every car is taken out onto the roads around Goodwood by an experienced test driver for approval before it is delivered to its expectant owner.

You don't just buy
a Rolls-Royce, you
commission one.

People come to experience Goodwood for many reasons. Perhaps the most compelling is the opportunity to see for yourself the lengths that we go to make each Rolls-Royce perfect. Some come to witness their own Rolls-Royce being created and meet the technicians and craftspeople responsible. For others, the opportunity to take delivery of their Rolls-Royce personally at Goodwood is too good to miss.

Or you can visit simply to be inspired. On the production line you will see cars in various stages of completion, from an unadorned bodyshell to a finished Bespoke vehicle. Each is built to order and no two cars are the same – there are over a million possible variations on Ghost alone.

A visit to Goodwood really will show you a world of possibilities.



www.rolls-roycemotorcars.com