

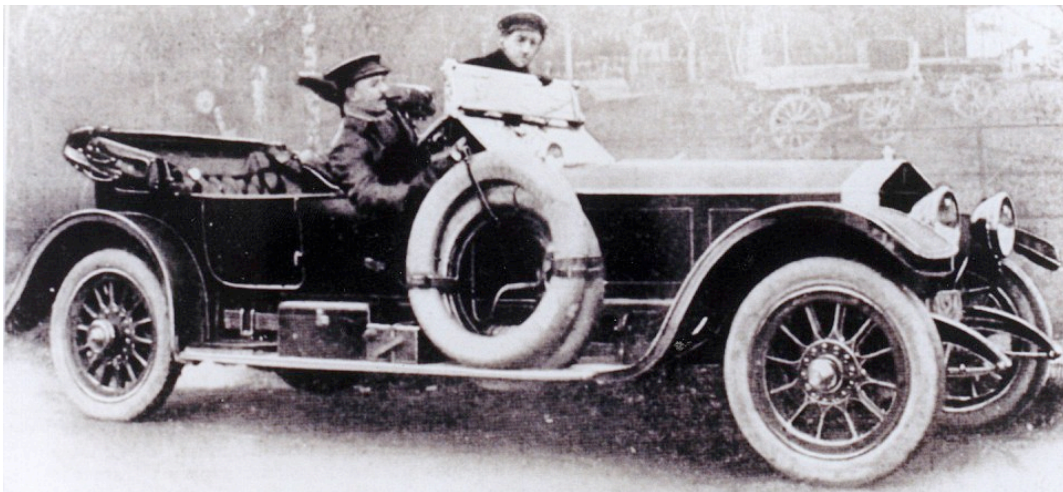
Rolls Royce



'Strive for perfection in everything you do. Take the best that exists and make it better. When it does not exist, design it.' Sir Henry Royce

Despite the downturn in their finances, Stella's family managed to hang on to their Rolls Royce. Like today, a Rolls Royce car in the 1930's would have been a great luxury only affordable to the rich.

The Rolls - Royce Company was founded in 1906 by Henry Royce, a motor manufacturer and Charles Rolls, one of the first car dealers in Britain. That year they produced the first 'Silver Ghost' which soon gained a reputation as the best car in the world.



The company quickly grew, branching into aircraft engines during World War One, as well as expanding manufacturing into North America during the 1920's.

From the start, their aim was to focus on *'excellence in engineering'* with their attention to detail both mechanically and aesthetically. So much so that it is estimated that 60% of Rolls Royce cars ever made are still in existence today.

With its iconic 'Spirit of Ecstasy' emblem, (a woman with her arms outstretched behind her) on the bonnet of every car, Rolls- Royce cars are still globally considered to be the height of motoring luxury.

The Saxby family owns a 'Phantom II'. These cars were first launched at the Olympia motor show in 1929, and would have cost around £1800 - £1900. (Those still in existence today sell for around £120,000!)



Exercise

- Imagine you are a Rolls Royce salesperson at the 1929 Olympia Motor Show promoting the new Phantom II.
- You have an audience of very rich motoring enthusiasts in front of you who are interested, but cautious with their money.
- Write your sales pitch including as many details as possible as well as your own observations.
- Your job is to make the car sound as inviting as possible.

Phantom II details:

- All round suspension, so it is as comfortable in the back seats as it is in the front.
 - It has a top speed of 70 miles per hour
 - It does up to 14 miles to the gallon of petrol
 - The elongated bonnet adds to its elegance of design
 - It has a rear luggage grid to strap suitcases to as well as a trunk (boot)
 - There are two fold out extra occasional seats in the back
 - The front and back seats are divided by a glass partition which can be wound down.
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- Try out some of your best sales lines to the rest of the group.

