



THE RITZ LONDON

ROLL INTO THE RITZ! The Ritz London's new Rolls-Royce Phantom

London, 18 June 2018: The Ritz London today takes delivery of a brand-new Rolls-Royce Phantom Extended Wheelbase. Described as the *Rolls-Royce of Rolls-Royce's*, the hotel's iconic 8th generation Phantom EWB is the authoritative statement of modern luxury.

The elegant Rolls-Royce Phantom EWB has been built by hand in England in the manufacturer's headquarters in Goodwood in Sussex, and is custom crafted to hotel's design. With its commanding silhouette and striking chrome detailing, the motorcar is bespoke Ritz blue and features moccasin leather interiors with monogrammed navy blue carpets and navy seat piping, as well as unique headrests embroidered with a blue Ritz lion and front massage seats. The motorcar provides the quietest cabin Rolls-Royce has ever created with an incomparably spacious Suite, enhanced by discreet technology.

A complimentary one-way airport transfer within The Ritz-Rolls Royce Phantom is offered to all guests staying in one of the hotel's four signature suites, and the motorcar is also available for hire as an exclusive service to hotel guests.

NOTES TO EDITORS:

ABOUT THE RITZ LONDON

The Ritz London, the iconic landmark conceived by renowned hotelier César Ritz, first opened its doors in 1906. Perfectly located in a landmark position in the heart of London's West End, The Ritz is moments from the finest shopping destinations the Capital has to offer, including the luxury designer brands of Bond Street and Regent Street and the unique and quintessentially British boutiques of Jermyn Street. Throughout its distinguished history, the iconic hotel has been at the heart of London society and continued to play host to Royalty, aristocracy, stars of stage and screen and countless other discerning guests. The first and only hotel to have received a Royal Warrant from His Royal Highness The Prince of Wales, The Ritz has deservedly taken its place amongst the great hotels of the world and is the benchmark by which other hotels are measured. Most recently, The Ritz Restaurant was awarded a Michelin Star in the Michelin Guide Great Britain and Ireland 2017. Following refurbishment it is sparklingly renewed though still retains the luxurious Louis XVI style interiors, meticulous service and the exquisite bar and restaurants for which The Ritz name is synonymous.

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