

ROLLS-ROYCE  
GHOST



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“Simplicity is the  
hardest  
design principle  
to follow.”

Ian Cameron,  
Chief Designer.

The principle of delivering simplicity out of complexity runs throughout Ghost. Everything is designed, engineered and crafted to be so invitingly approachable, so simple, it encourages you to regard Ghost as appropriate for any occasion.

The advanced technology serves only to make driving easier and more enjoyable, not to intrude or confuse. While the phenomenal power of the twin turbo 6.6-litre V12 engine is both effortless and rewarding.

Finally, the uncluttered interior cossets its occupants and is a place to enjoy spending time. Simplicity may be hard to achieve, but it's worth the effort.









“It looks natural,  
not styled.”

Andreas Thurner,  
Exterior Designer.

Ghost is the essence of Rolls-Royce in its simplest, purest form.

The classic Rolls-Royce proportions are all present and correct: the ideal 2:1 ratio of the height of the wheels to the height of the body; the long wheelbase and bonnet; the short overhang at the front and the long overhang at the rear.

Indeed, our Chief Designer has his own unique way of describing Ghost. “Ghost is more like a well-tailored jacket than a formal suit. Its powerful presence and proportions leave you in no doubt that it’s cut from the same cloth as the rest of the marque.”

In our opinion, it sums up perfectly what we set out to achieve.









EFFORTLESSLY DYNAMIC

“The balance of refinement and dynamic ability is astonishing.”

Helmut Riedl,  
Engineering Director.

The first time you push the start button and press the accelerator, you will be astonished by the lack of noise from the engine.

Then by how whisper-quiet Ghost remains – no matter how hard you push it.

The airsprings, electronically controlled dampers and Anti-Roll Stabilisation take multiple readings from sensors around the car and continually adjust the suspension accordingly. This ensures the car stays level at all times, even when travelling flat out along uneven road surfaces.

Not only does this make for a more dynamic and less tiring ride for the driver, it also improves ride comfort for the passengers.

More importantly, it helps create the magic carpet-like ride Rolls-Royce is famous for.











“You can't describe it,  
you have to drive it,  
and when you do  
you'll have a smile  
on your face.”

**Theo Martin,**  
Head of Vehicle Concepts.

Ghost will effortlessly propel you from 0 to 62 mph (100 km/h) in 4.9 seconds.\*

While this figure is impressive in its own right, what separates Ghost from other performance cars is how gracefully and smoothly its new twin turbo 6.6-litre V12 engine delivers a seemingly endless surge of power.

This is hardly surprising considering a maximum torque of 780 Nm (575 lb ft) is available from as low as 1,500 rpm. Or that it's capable of generating 563 bhp (420 kW / 570 PS).

What is surprising though, is the impression the eight-speed automatic ZF gearbox gives of having an infinite first gear.

And the feeling of utter exhilaration that only a beaming smile can truly express.

\*USA version 5.0 seconds.







“A Rolls-Royce should be graceful in every way: the way it handles, feels and brakes.”

**Helmut Riedl,**  
Engineering Director.

Ghost isn't just designed to accelerate in the shortest possible time. It's also engineered to stop in the shortest possible distance, and with the least amount of drama.

You can brake with confidence through turns or on winding roads thanks to the Dynamic Stability Control.

Ghost can even detect when you intend to apply the brakes. If you lift your foot from the accelerator quickly, it will prime the brakes with extra pressure.

Then when you press the brake pedal it will apply extra force, enabling you to bring the car to a sudden and safe standstill.







CONTEMPORARY INTERIOR

“Ghost is as refined and cosseting as anything this marque has ever produced.”

Charles Coldham,  
Interior Designer.

Entering and exiting Ghost is equally graceful. Its low sill height means you step effortlessly on to, rather than climb into, the car. While the rear-hinged coach doors, which open to an unrivalled 83 degrees, add an extra sense of theatre for the rear passengers.

Once inside, you are greeted by a contemporary interior with large expanses of soft full-grain leather, natural wood veneers and deep 100% wool Blenheim carpets. The cashmere-blend roof lining adds to the sense of openness and space. So too does the optional panorama sunroof.

The overall impression is of being cocooned in your own private sanctuary from the outside world.









“Nothing should  
distract from  
the pleasure  
of driving Ghost.  
Nothing does.”

Helmut Riedl,  
Engineering Director.

Our guiding principle of simplicity is immediately evident when you settle into the driver's seat.

Even though Ghost is the most technologically advanced Rolls-Royce we have ever produced, you aren't confronted by rows of switches or banks of buttons.

Instead the veneered dashboard remains clear and uncluttered. Only those controls needed for everyday driving are present. Secondary controls are discreetly hidden until required, and situated where you can operate them without a second thought.

Another classic Rolls-Royce characteristic is the authority driving position, which gives you a commanding view of the road. While the precise alignment of the steering wheel, accelerator and brake pedals with the centre of your seat reduces fatigue on long trips.

As a result, Ghost is both effortless and enjoyable to drive at all times.











“Ghost is designed to be an escape from the outside world.”

**Alan Sheppard,**  
Head of Interior Design.

At the press of a button, the rear coach doors close effortlessly and silently behind you once you're inside the rear compartment.

The informal lounge seating configuration creates a serene and convivial environment. While its slight curve adds a feeling of intimacy as it allows you to turn towards the person sitting next to you.

Cosseted behind the high shoulder line and large rear pillars you can relax in private. Yet at the same time, as you are seated slightly higher than the driver, you also have a clear and commanding view of the scenery around you.







“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.

Charles Rolls and Henry Royce met for the first time on 4 May 1904 over lunch in the Midland Hotel, Manchester.

On that day they agreed to start producing and selling cars under the name Rolls-Royce. Within three years, they launched The Silver Ghost – a car of legendary reliability.

This was demonstrated when it was driven virtually non-stop between London and Glasgow 27 times – a staggering 14,371 miles. It led a motoring journalist to describe Rolls-Royce as producing ‘the best car in the world’. A tradition we are proud to continue with its modern-day namesake.

Indeed, we are still driven by Sir Henry Royce’s inspiring words. They encourage our designers to challenge automotive conventions and produce ideas others would deem impossible. They challenge our engineers to find innovative solutions to make them possible. And spur our craftspeople to painstakingly turn them into the finished product.

It’s how we’ve always made our cars, and it’s how we always will, which is ultimately what makes a Rolls-Royce a Rolls-Royce.



“A new EX model explores what might be.”

Ian Cameron,  
Chief Designer.

Throughout our history, we have used experimental cars to explore new ideas, engineering solutions and to shape the future of the marque.

EX models are not concept cars, they are fully-formed and functional vehicles in their own right. And while they are not designed to go directly into production, many of the ideas they inspire do.

With 200EX we began with a blank piece of paper, an eclectic team of designers and a clear objective. Namely to create a Rolls-Royce that achieves unprecedented dynamism and modernity.

We found inspiration in contemporary furniture, architecture and luxury yachts. The character for the car, however, was very much inspired by a photograph we found in our archives of Don Carlos de Salamanca, who won the 1913 Spanish Grand Prix in a Rolls-Royce Silver Ghost. His proud expression conveyed a sense of adventure and confidence, which we wanted to capture in 200EX.





“The intention was to create a finely crafted, contemporary building that works in harmony with its natural setting.”

Sir Nicholas Grimshaw,  
Architect.

Goodwood is the modern home of Rolls-Royce. Here Ghost and the Phantom model family are hand-built under the same roof – one of the largest single-span 'living roofs' in Europe.

Covered with thousands of sedum plants, it changes colour with the seasons and helps our building blend seamlessly with the surrounding countryside. As do the cedar cladding louvres, which also automatically adjust to shield the glare of the sun.

This creates the perfect environment for our craftspeople to hone their skills – transforming the finest natural materials into the finest cars in the world.







“Ghost feels as if somebody made this car with skilled and caring hands just for you.”

Xaver Franz,  
Manufacturing Director.

Ghost passes through 60 pairs of hands before it's handed over to you. These belong to the skilled craftspeople and technicians at our Goodwood plant.

Here modern manufacturing processes combine with traditional craft skills to turn the bodyshell into the finished car.

In all, it involves over 2,000 individual operations and takes 20 days to complete. Unsurprisingly, there are no short cuts along the way.





PERSONALISATION

“You don't just buy a Rolls-Royce, you commission it.”

Tom Purves,  
CEO.

In keeping with Rolls-Royce tradition, you have the freedom to define the appearance of Ghost and tailor it to your own individual needs.

This means, in addition to the external colour, leather upholstery and wood veneer, you can specify a wide range of options, accessories and equipment – from the new Silver Satin bonnet finish to some of the most advanced technology ever to feature in a Rolls-Royce.

Your local Rolls-Royce Motor Cars authorised dealer will be happy to discuss the choices available to you.







“Beneath the surface  
lies some of the  
most advanced  
technology around.  
It’s so discreet  
you hardly notice it.”

Alan Sheppard,  
Head of Interior Design.

Once specified, the optional technology in Ghost is at first only noticeable by its apparent absence. Then by the ease with which it can be operated.

The Control Centre Display provides a wealth of information, yet remains out of sight behind a veneered panel until required.

In the case of Night Vision, it displays the thermal image of pedestrians up to 300 metres away whose body heat is detected by a discreet infrared camera in the grille.

The screen also makes parking easier, as it shows you what’s happening around the car thanks to a series of cameras mounted on the front, sides and rear.

At the flick of a switch, the Head-up Display means you don’t have to take your eyes off the road as driving related information, such as speed or directions, is projected directly on to the windscreen in front of you. And the Active Cruise Control with Stop & Go, means you don’t have to touch the brake or accelerator when the car ahead speeds up or slows down, even to a standstill.

These are just some of the options available on Ghost, and why it is the most advanced Rolls-Royce we have ever produced.



“Our customers play as much a part in how Ghost ultimately looks as I do.”

Ian Cameron,  
Chief Designer.

For many, a Rolls-Royce isn't complete until the finishing touches have been added. There are many ways you can further enhance the appearance of Ghost.

One of the most striking is the optional Silver Satin finish on the bonnet and windscreen surround, which accentuates Ghost's already charismatic presence.

As do the visible exhausts that hint at the abundance of power under the bonnet.

Large 20" wheels can also be specified either in alloy or in chromed alloy with matching chromed centre caps or body coloured centre caps.

Inside, additional full-grain leather panels and deep lambswool footmats make the presence of the finest natural materials even more apparent.

Silver Satin bonnet and windscreen surround



Chromed visible exhausts



19" Light alloy wheel



20" Chromed alloy wheel



20" Light alloy wheel





“The passengers  
can enjoy more than  
just the ride.”

Alan Sheppard,  
Head of Interior Design.

There's plenty to keep you occupied when you travel in the rear – even on the longest of journeys.

With the Theatre Configuration, you can play DVDs or watch television on one of the two large individually controlled 9.2" LCD screens. Or upload your favourite music from your MP3 to provide the soundtrack for your journey.

The Individual Lounge Seats allow you to enjoy even greater levels of comfort and even a gentle massage.

Perforations in the seat surface release a cooling stream of air, while the rear climate control allows you to choose and regulate the temperature on your side of the car.





“We don't just paint our cars, we strive to create an incredibly deep, flawless shine.”

Lisa Tandy,  
Paint Associate.

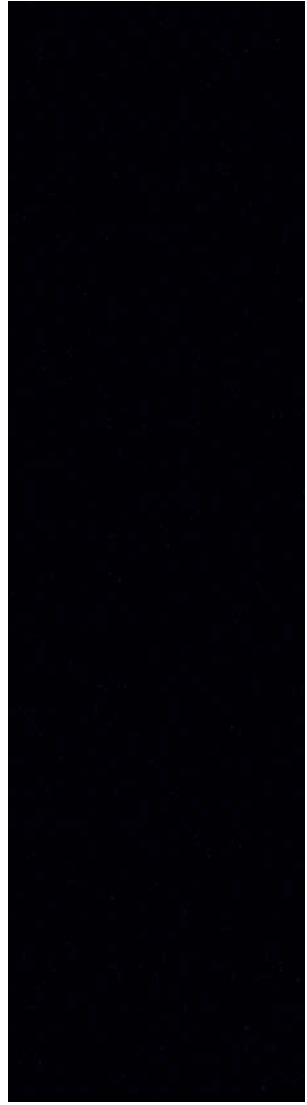
Ghost shares the same paint shop as Phantom, and the same mirror-like finish. It takes us seven days to achieve.

In that time, we spend longer sanding the bodyshell between coats by hand than we do painting it.

Once the fifth and final coat, a layer of clear lacquer, has been applied, it receives a further five hours of hand-polishing. Which is why when you look closely at Ghost's paint work, you'll see a perfect reflection of yourself staring back at you.







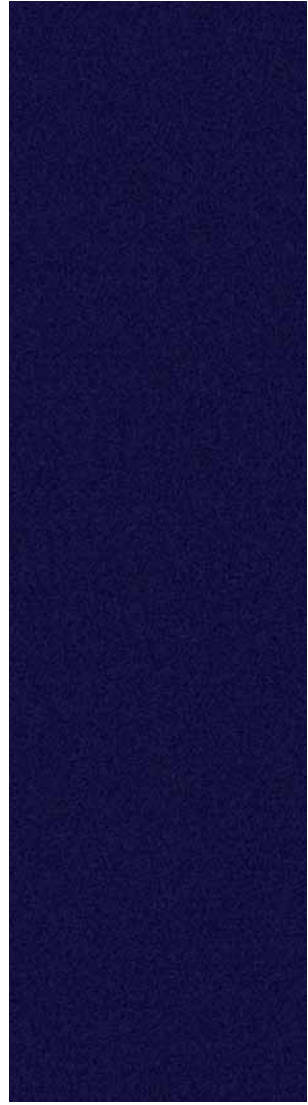
Diamond Black



Darkest Tungsten



New Sable



Dark Indigo



Sea Green



Adriatic Blue



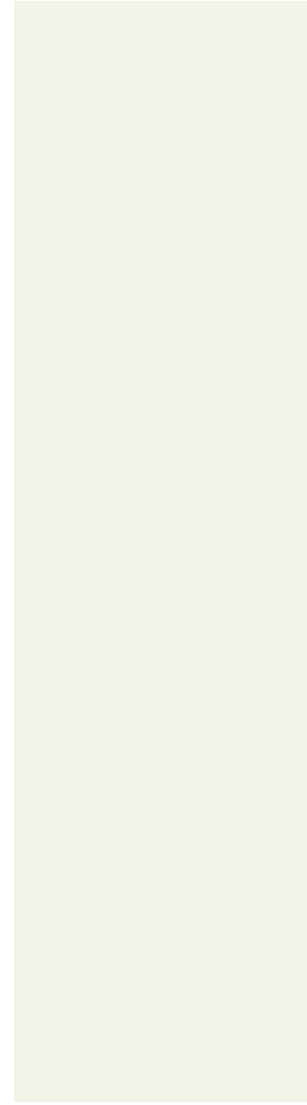
Metropolitan Blue



Lunar Blue



Jubilee Silver



English White



Ensign Red



Claret





“Every inch of leather is inspected by eye to make sure there are no imperfections.”

**Ben Creasey,  
Laser Cutter.**

Even the slightest imperfection has no place in a Rolls-Royce. Which is why we only use A-grade bull leather. This ensures the upholstery and trim in your Ghost will have no unsightly scars or stretch marks.

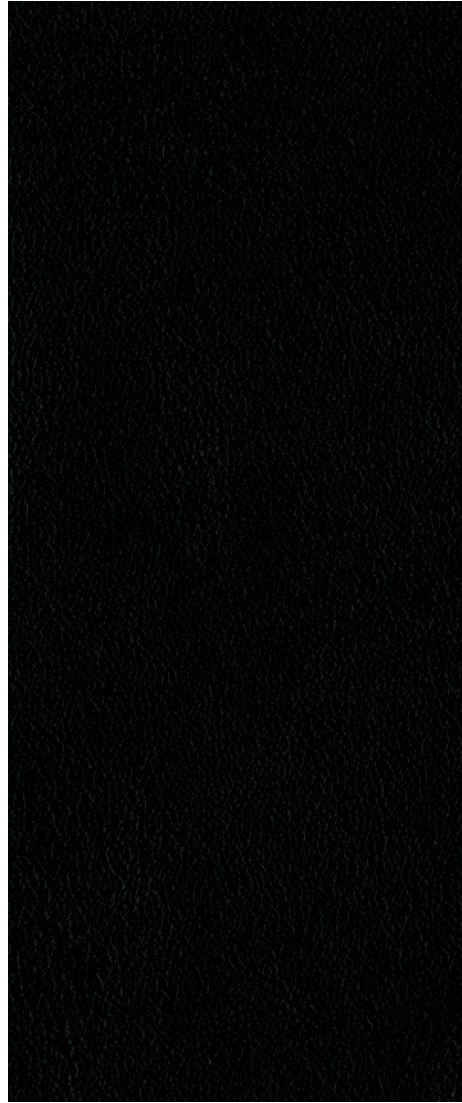
We use at least eight hides for each interior, and to guarantee perfect consistency of colour throughout, each one comes from the same batch.

We also drum dye our hides rather than paint them, so that the colour permeates right through the leather.

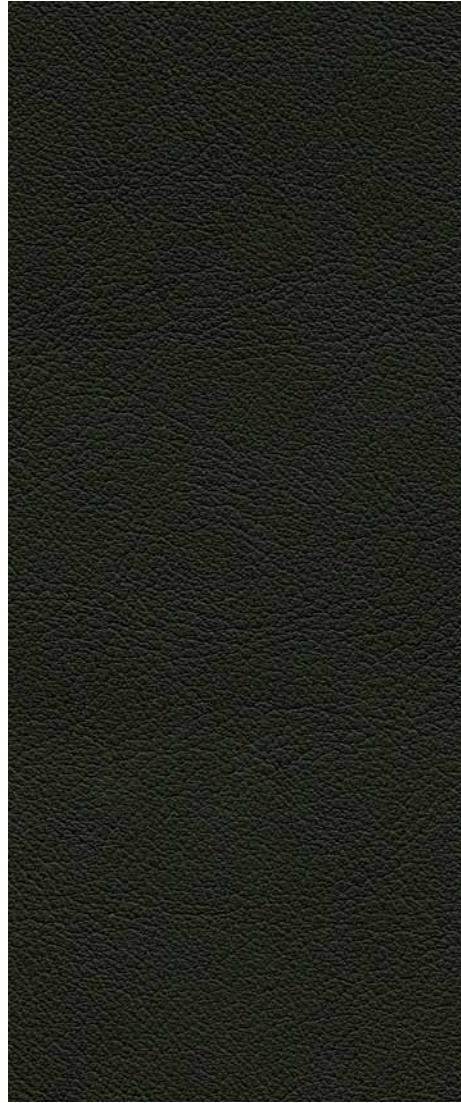
This process also imparts a natural suppleness to the leather and means it will neither squeak nor crack. So all you will notice when you settle into your Ghost is the remarkable softness of the leather itself.







Black



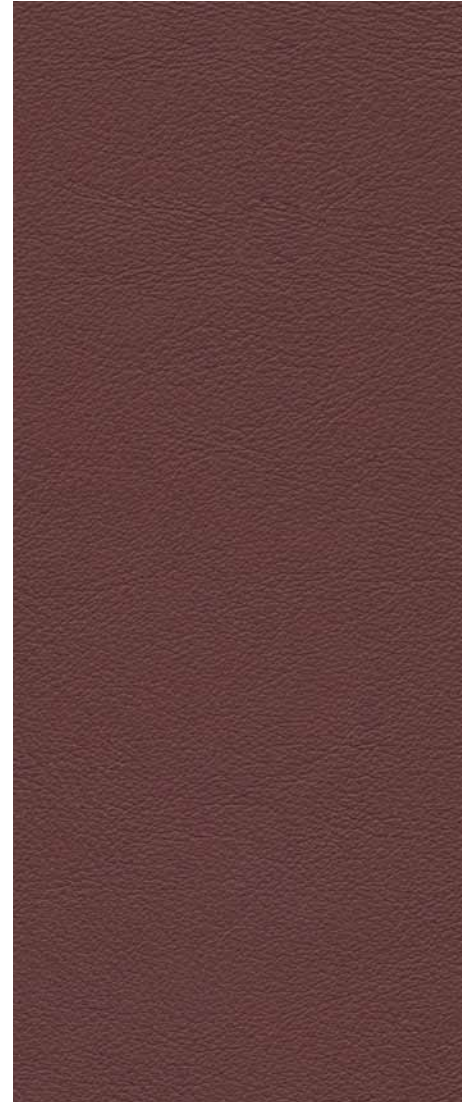
Dark Spice



Pine Green



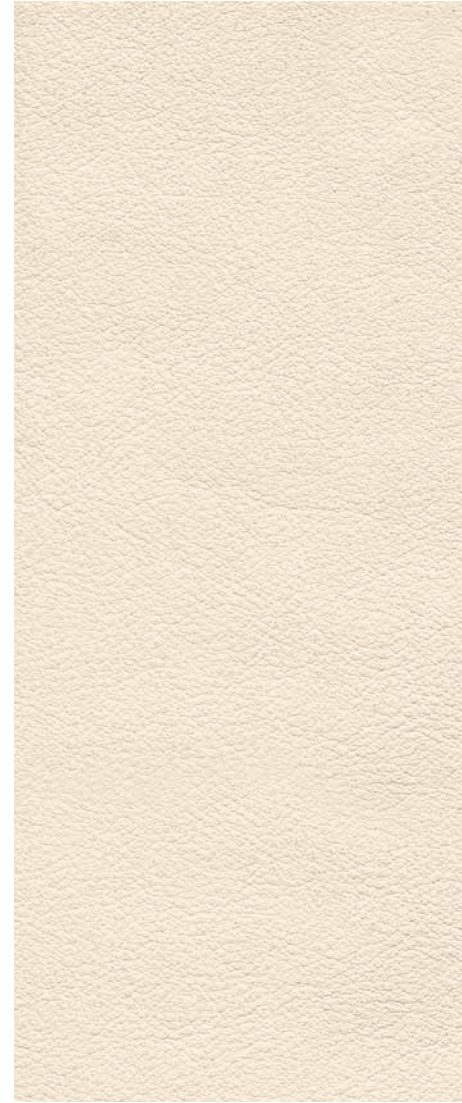
Fleet Blue



Consort Red



Moccasin



Crème Light



Seashell

In addition to the standard colours, you can also choose from a range of optional leather accents and contrast colours. Your local Rolls-Royce Motor Cars authorised dealer will be happy to explain the different options available.





“I look for burrs  
and complex grains  
that add interest.”

**Dan Austin,**  
Veneer Specialist.

Beautiful wood in its most natural form adds a simple but striking finishing touch to the interior of Ghost.

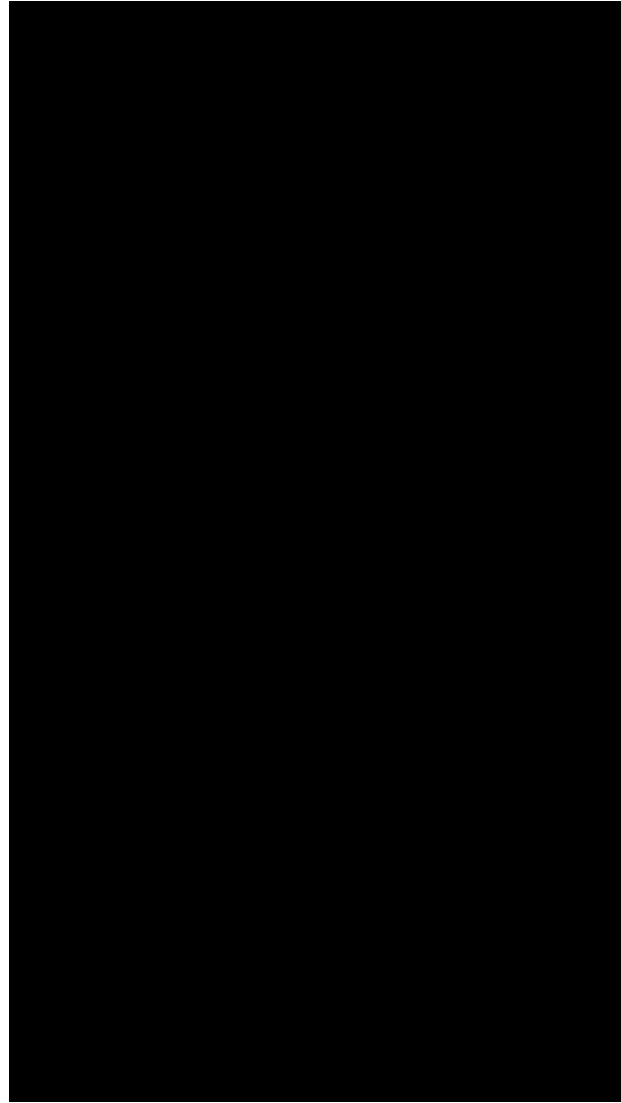
To give the impression of a seamless flow of grain from the dashboard to the passenger compartment, we only use wood from the same tree for each car. Not only does this ensure a consistent colouration, over time it will acquire the same patina.

If you prefer a more contemporary feel to your interior, you can choose Piano Black or one of our straight-grained veneers such as Malabar or Dark Wenge.

Whereas if you favour a more traditional look you can opt for Walnut Burr or Elm Cluster.







Piano Black

Dark Wenge

Malabar

Walnut Burr

Elm Cluster



TECHNICAL SPECIFICATION



World

**Dimensions**

Number of doors / seats	4 / 5
Vehicle length	5399 mm / 212.6 in
Vehicle width	1948 mm / 76.7 in
Vehicle height (unladen)	1550 mm / 61.0 in
Wheelbase	3295 mm / 129.7 in
Turning circle	13.4 m / 44.0 ft
Boot volume (ISO3832)	490 ltr / 17.3 ft <sup>3</sup>

**Weight**

Unladen weight (DIN)	2360 kg / 5203 lb
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**Engine**

Engine / cylinders / valves	V / 12 / 48
Fuel management	Direct injection
Power output @ engine speed	563 bhp / 570 PS (DIN) / 420 kW @ 5250 rpm
Max torque @ engine speed	780 Nm / 575 lb ft @ 1500 rpm
Fuel type	Premium unleaded*

**Performance†**

Top speed	250 km/h / 155 mph (governed)
Acceleration 0-60 mph	4.7 sec
Acceleration 0-100 km/h	4.9 sec

**Fuel Consumption**

Urban	20.5 ltr / 100 km / 13.8 mpg (Imp.)
Extra urban	9.6 ltr / 100 km / 29.4 mpg (Imp.)
Combined consumption / range	13.6 ltr / 100 km 20.8 mpg (Imp.) / 605 km
CO <sub>2</sub> emissions (combined)	317 g/km

USA

**Dimensions**

Number of doors / seats	4 / 5
Vehicle length	5399 mm / 212.6 in
Vehicle width	1948 mm / 76.7 in
Vehicle height (unladen)	1550 mm / 61.0 in
Wheelbase	3295 mm / 129.7 in
Turning circle	13.4 m / 44.0 ft
Trunk volume (SAE J1100)	14 ft <sup>3</sup>

**Weight**

Curb weight	2470 kg / 5445 lbs
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**Engine**

Engine / cylinders / valves	V / 12 / 48
Fuel management	Direct injection
Power output @ engine speed	563 SAE hp / 420 kW @ 5250 rpm
Max torque @ engine speed	780 Nm / 575 lb ft @ 1500 rpm
Fuel type	Premium unleaded*

**Performance†**

Top speed	250 km/h / 155 mph (governed)
Acceleration 0-60 mph	4.8 sec
Acceleration 0-100 km/h	5.0 sec

**Fuel Consumption (USA)‡**

City	TBC
Highway	TBC

**Fuel Consumption (Canada)**

City	TBC
Highway	TBC

\*The engine is designed for Octane grade 95 fuel; however, it may be run on fuel with a minimum octane grade of 91.

†Manufacturer's test results. Actual acceleration results may vary depending on specifications of the vehicle, road and environmental conditions, testing procedures and driving styles. These results should be used for comparison only and verification should not be attempted on public roads.

‡At the time of publication this model had not yet been assessed by the US EPA, therefore no official data could be printed. Upon availability these will be available on [www.rolls-roycemotorcars.com](http://www.rolls-roycemotorcars.com)



## LEGAL INFORMATION

All illustrations and specifications are based upon current information available as at August 2009. Colours may vary. Rolls-Royce Motor Cars Limited reserves the right to make changes at any time without notice. Images may show optional equipment and specific country variants may differ. Quoted speed and acceleration may vary.

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