

Rolls-Royce Motor Cars
Black Badge









STEP INTO DARKNESS

As night falls, a contemporary reshaping of a classic marque comes to life. When the sun sets and the cloak of darkness descends, Black Badge arises.

Black Badge fuses formidable power with a dramatic aesthetic, uniquely interpreted for Rolls-Royce Ghost, Wraith and Dawn. In each, it is designed to deliver the most intense of driving experiences. A concentration of craftsmanship that forms an almost magnetic connection between driver and motor car.

It is a summons. A watchword for those who delight in the allure of the unknown. Immerse yourself in all-encompassing darkness. Embrace the refined intensity of Black Badge.





AESTHETIC WITH ATTITUDE

Black is more than a colour. It is a state of mind. It is a statement of intent.

These are head-turning models with undeniable presence. The paintwork is intensified to create a richly seductive lustre. Elements are darkened to a noir-like tone whilst flashes of chrome stand out along the bodywork.

Charismatic and assured, these are motor cars for the people who refuse to conform. A calling card for those who dare to be different.

THE POWER TO TRANSFORM

With intensity and power, Black Badge is built to perform.

These imposing motor cars radiate an inner confidence – which is perfectly reflected in their athletic and self-assured performance. Concentrated contact with the road. A thrilling surge of power that sharpens the senses. The Black Badge range delivers the most potent driving experience. Sculpted to perfection and pure in form, their muscular prowess hints at the sheer power that lies within.

Just as day turns to night, Rolls-Royce Black Badge offers true transformation. Liberate the rebel within. Embrace the darkness.







401 BBS



DRAMATIC IMPRESSIONS

As it appears on the horizon, the Spirit of Ecstasy gives the first glimpse of what is different. With a more determined air, this most famous of emblems has been cloaked in the boldest, deepest hue: black.

The distinctive Rolls-Royce grille continues this new, noir-like tone as elements are transformed with high-gloss dark chrome to create a dramatic contrast against the LED headlights, asserting an unrivalled presence on the road.

The final statement of transformation is made as the striking 21" wheels turn. First there is a dark glint of carbon fibre. Then a halo forms around the Rolls-Royce emblem. Light gives way to dark. A bolder side takes over.

A close-up, high-contrast photograph of a hand dripping thick black paint. The paint is dark and glossy, with bright highlights reflecting light. The hand is positioned on the left side of the frame, with the fingers slightly curled. A single, thick strand of paint is dripping from the palm, extending downwards. The background is a dark, solid color, making the hand and the dripping paint stand out prominently.

AS DARK AS NIGHTFALL

Black has many dimensions. Mystery. Power. Rebellion.

With the ability to subtly shift tone, it has the influence to possess the observer.

To achieve deepest, darkest degrees of black, Rolls-Royce craftspeople meticulously apply layer upon layer of primer, followed by specially formulated Xirallic® paint and high-gloss coatings.

Only when a Rolls-Royce Black Badge has been hand-polished to perfection is it unleashed into the world.







INFINITE POSSIBILITIES

The allure of what is yet to be discovered. Rolls-Royce Black Badge issues an irresistible invitation to step inside a space like no other.

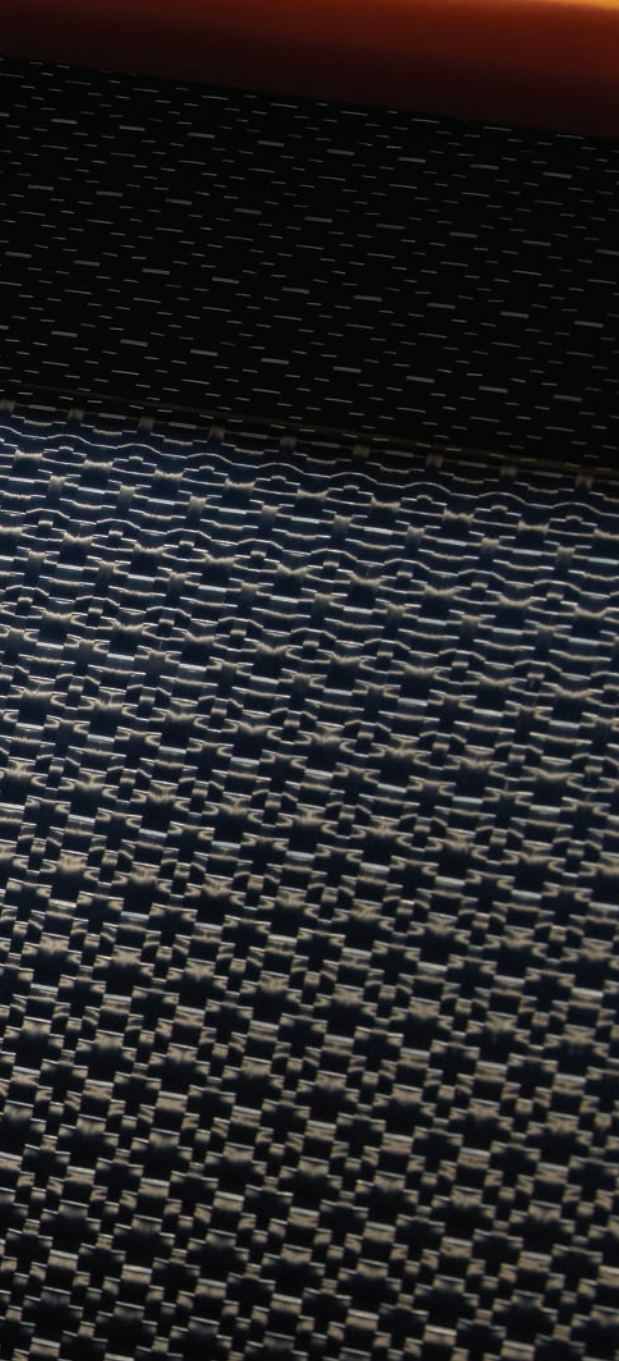
This is a luxurious cabin, with an abundance of attitude. A mix of innovative, technically crafted materials and bold upholstery forms the interior of Black Badge.

The seats are expertly modelled to provide the utmost comfort. Smooth leather in the richest of black hues is cut through with daring accent colours, in a unique expression of contemporary style.

On the rear seat centre appears a subtle, yet enigmatic emblem. One that also embellishes the feature clock. This exclusive infinity symbol is a perpetual reminder for a person with a daring attitude and desire to push limits.

The centrepiece is the technical fibre fascia, a stunning display of advanced design made from aircraft-grade aluminium thread woven into carbon fibre carrying through to the door cappings. Akin to working with precious and expensive jewels, technological precision is essential and perfection is the only acceptable result.









MYSTERIOUS ALLURE

For Black Badge, refinement is uncompromising. Behind the wheel, you feel like anything is possible.

The cabin is transformed by a darker interpretation of luxury. Featuring a horseshoe sweep design, the cabin cocoons all passengers in the sumptuous leather. Enjoy massage options in the front seats, which promise to maintain a refreshing, invigorating environment, or relax with ample space and privacy in the rear.

Set into the dashboard is the Black Badge clock – its hands tipped in orange to provide a subtle, but potent contrast to the rest of the interior.

Add to the ambiance of Wraith and be engulfed in your own star-filled night sky with a Starlight Headlining comprising 1,340 fibre optic lights. With the brightness of each star adjustable to suit your mood, in Black Badge, you control the night.

This is a motor car conceived and designed for those who revel in pushing boundaries. The adventurous at heart. The freedom seekers.

THE ULTIMATE CONTROL

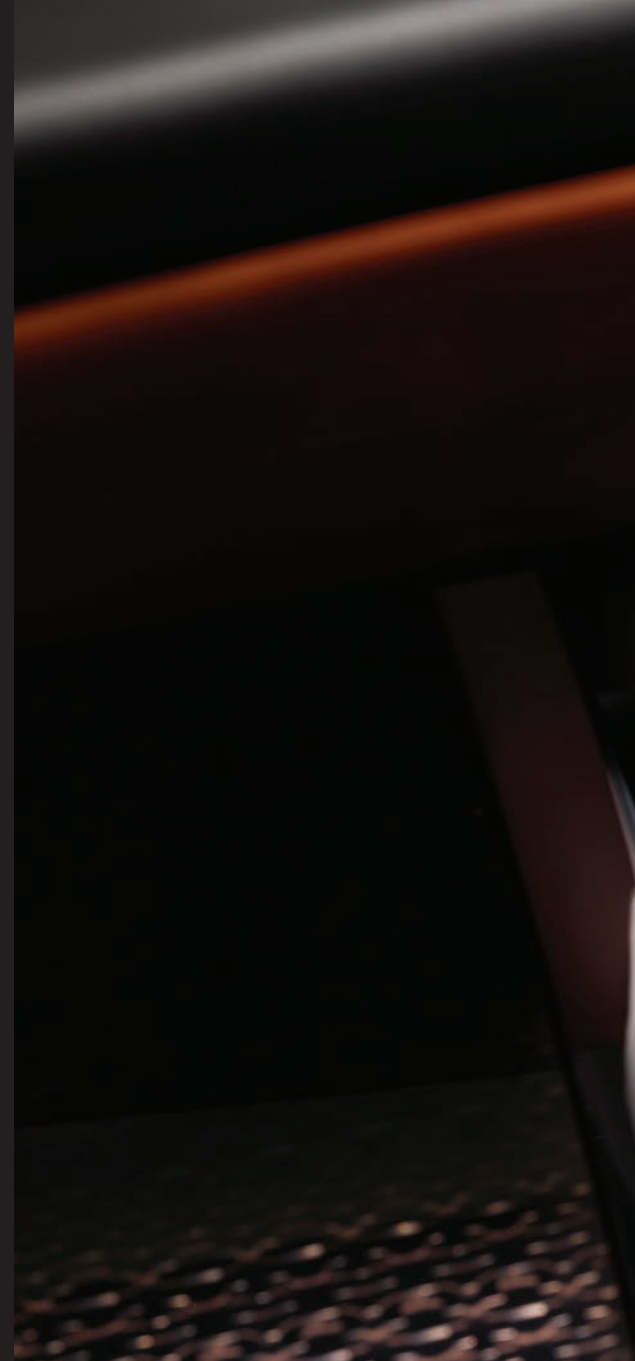
Behind the bold aesthetics, effortless power lies poised.

Rolls-Royce Black Badge possesses the raw energy and agility to forge its own course. Armed with a muscular 6.6-litre V12 engine and honed gearbox, all models are capable of searing pace.

As the speed increases, intuition takes over. Movements become tighter. The Black Badge powertrain reacts to the driver and contact with the road becomes ever closer. Along with enhanced steering and emboldened suspension, it delivers an assured straight-line performance, whatever the conditions.

Promising to thrill the senses and command attention. Ghost Black Badge unleashes an enhanced torque of 840Nm, delivering increased power and making it the fastest Ghost yet. Intensified with Black Badge, Wraith upholds the pinnacle Rolls-Royce position, reaching 0-60mph in just 4.3 seconds and with a powerful 870Nm torque. With exceptional grace, Dawn combines aesthetic with power to provide 840Nm torque. The 8-speed automatic transmission allows you to pull off with ease and delivers shorter gear ratios and higher revs for the most daring of drives.

These motor cars deliver a Rolls-Royce driving experience like no other.





POWER
RESERVE %

km/h





A NEW DIMENSION OF LUXURY

Technology has the power to refine responses and sharpen senses. In Rolls-Royce Black Badge, it renders driver and motor car inextricably in tune.

For the ultimate in convenient luxury, the Comfort Entry System opens the door with just a single touch. The Spirit of Ecstasy Rotary Controller puts absolute control at the driver's fingertips – from journey planner to address book. Satellite Aided Transmission scans the road ahead while the intelligent Head-Up Display projects journey-critical information directly to your field of vision.

As dusk descends, Night Vision reveals what lies ahead, using infrared cameras to detect body heat. The 360-degree cameras offer added support – no matter how daring the journey, or how challenging the manoeuvre.

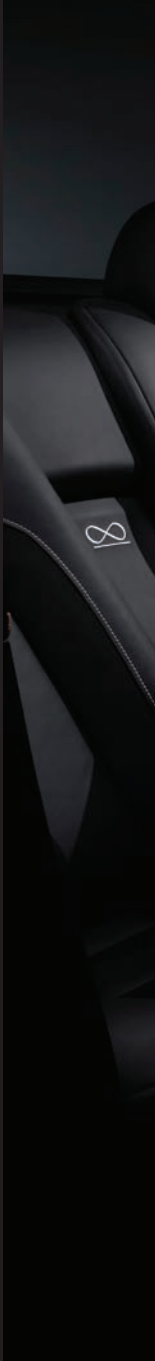


IMMERSE YOURSELF

A model range this uncompromising deserves an entertainment system of equal audacity. One that can awaken the senses and provide a soundtrack to all of life's journeys.

To add to the drama enhance your motor car with the Bespoke Audio System. Whatever the conditions outside, this intuitive technology adapts, automatically adjusting tone and volume settings accordingly. Sound correction simultaneously purges loud or dead spots, leaving you utterly immersed in the purest acoustics.

Optional extras, such as WiFi Hotspot and Connect app integration ensure driver and passengers remain connected. Easily browse the Internet on any device and integrate innovative functions from your phone into your car. Your chosen RSS news feeds will keep you updated on the move and listen to any radio station from around the world. With Google™ Send to Car and Local Search you can transfer your chosen destination directly into the navigation system, so you know where you are going as soon as you start the engine.











A close-up, high-contrast photograph of a tiger's face. The focus is on the tiger's right eye, which is large, round, and has a golden-brown iris with a dark pupil. The eye is surrounded by dark, thick fur. The tiger's stripes are visible, running diagonally across the frame. The lighting is dramatic, with deep shadows and bright highlights on the fur and the eye.

INSPIRATION IS EVERYWHERE

Your Rolls-Royce is the ultimate expression of you. Whatever inspires you – an iconic era, a favourite city, the beauty of nature – our Bespoke team can bring it to life in your car; to reflect your tastes exactly. The only limit is your imagination.

MAKE YOUR MARK

Hand-built in Goodwood. Inspired by you.

Create a Rolls-Royce Black Badge that's inimitably and unmistakably yours with our exclusive Bespoke programme.

No statement is too bold and no detail too intricate for our craftspeople, from hand-embroidered headrests to customised treadplates – or a personal, hand-painted monogram integrated into the coachline.

Rekindle memories. Reignite passions. Bring your Black Badge to life in the ultimate expression of self.







PORTO CERVO ONE OF ONE

Porto Cervo Wraith Black Badge commands attention. Specially commissioned for the Rolls-Royce Summer Studio, this exceptional Bespoke creation pays homage to its inspirational setting. Step into the night to reveal a darker, more intense side of Porto Cervo.

Exquisite Bespoke features create an even bolder Black Badge. With a Matt and Gloss Black two-tone finish and purposeful black shadow lines, its exterior is unashamedly powerful. Encased within is the fine detailing of woven leather door panniers and engraved treadplates, epitomising the outstanding finish delivered by Black Badge.



Ghost Black Badge Technical Specification



1948 mm / 76.7 in



5457 mm / 214.8 in

3295 mm / 129.7 in

Dimensions

Vehicle length	5457 mm / 214.8 in
Vehicle length (USA and Canada)	5467 mm / 215.2 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 (DIN)	490 ltr / 17.3 ft ³

Weight

Unladen weight (DIN)	2360 kg / 5203 lb
Curb weight (USA)	2490 kg / 5490 lb

Engine

Engine / cylinders / valves	V / 12 / 48
Fuel type	10:1 / Premium unleaded*
Fuel management	Direct injection
Maximum torque @ engine speed	840 Nm / 620 lb ft @ 1650-5000 rpm
Power output @ engine speed	603 bhp / 450 kW / 612 PS @ 5250 rpm

Performance[†]

Top speed	155 mph / 250 km/h (governed)
Acceleration 0-60 mph	4.6 sec
Acceleration 0-100 km/h	4.8 sec

Fuel Consumption

Urban	22.2 ltr/100 km / 12.7 mpg (Imp.)
Extra urban	10.1 ltr/100 km / 28 mpg (Imp.)
Combined consumption	14.6 ltr/100 km / 19.3 mpg (Imp.)
CO ₂ emissions (combined)	333 g/km

Fuel Consumption (USA and Canada)

City (USA)	TBC
Highway (USA)	TBC
City (Canada)	TBC
Highway (Canada)	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.

Wraith Black Badge Technical Specification



1947 mm / 76.7 in



5285 mm / 208.1 in

3112 mm / 122.5 in

Dimensions

Vehicle length	5285 mm / 208.1 in
Vehicle length (USA and Canada)	5295 mm / 208.5 in
Vehicle width	1947 mm / 76.7 in
Vehicle height (unladen)	1507 mm / 59.3 in
Wheelbase	3112 mm / 122.5 in
Turning circle	12.7 m / 41.7 ft
Boot Volume (DIN)	470 ltr / 16.6 ft ³

Weight

Unladen weight (DIN)	2360 kg / 5203 lb
Curb weight (USA)	2440 kg / 5380 lb

Engine

Engine / cylinders / valves	V / 12 / 48
Fuel type	10:1 / Premium unleaded*
Fuel management	Direct Injection
Maximum torque @ engine speed	870 Nm / 642 lb ft @ 1700-4500 rpm
Power output @ engine speed	624 bhp / 632 PS (DIN) / 465 kW @ 5600 rpm

Performance[†]

Top speed	155 mph / 250 km/h (governed)
Acceleration 0-60 mph	4.3 sec
Acceleration 0-100 km/h	4.5 sec

Fuel Consumption

Urban	22.2 ltr/100 km / 12.7 mpg (Imp.)
Extra urban	10.1 ltr/100 km / 28 mpg (Imp.)
Combined consumption	14.6 ltr/100 km / 19.3 mpg (Imp.)
CO ₂ emissions (combined)	333 g/km

Fuel Consumption (USA and Canada)

City (USA)	TBC
Highway (USA)	TBC
City (Canada)	TBC
Highway (Canada)	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.

Dawn Black Badge Technical Specification



1947 mm / 76.7 in



5285 mm / 208.1 in

3112 mm / 122.5 in

Dimensions

Vehicle length	5285 mm / 208.1 in
Vehicle length (USA and Canada)	5295 mm / 208.5 in
Vehicle width	1947 mm / 76.7 in
Vehicle height (unladen)	1502 mm / 59.1 in
Wheelbase	3112 mm / 122.5 in
Turning circle	12.7 m / 41.7 ft
Boot Volume (DIN)	321 ltr / 11.3 ft ³

Weight

Unladen weight (DIN)	2560 kg / 5644 lb
Curb weight (USA)	2647 kg / 5836 lb

Engine

Engine / cylinders / valves	V / 12 / 48
Fuel type	10:1 / Premium unleaded*
Fuel management	Direct injection
Maximum torque @ engine speed	840 Nm / 620 lb ft @ 1650-4750 rpm
Power output @ engine speed	593 bhp / 601 PS (DIN) / 442 kW @ 5250-6000 rpm

Performance[†]

Top speed	155 mph / 250 km/h (governed)
Acceleration 0-60 mph	4.8 sec
Acceleration 0-100 km/h	4.9 sec

Fuel Consumption

Urban	22.9 ltr/100 km / 12.3 mpg (Imp.)
Extra urban	10.1 ltr/100 km / 28 mpg (Imp.)
Combined consumption	14.7 ltr/100 km / 19.2 mpg (Imp.)
CO ₂ emissions (combined)	337 g/km

Fuel Consumption (USA and Canada)

City (USA)	TBC
Highway (USA)	TBC
City (Canada)	TBC
Highway (Canada)	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.





All illustrations and specifications are based upon current information available as at August 2017. Colours may vary.

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