

Rolls-Royce  
Ghost



“Simplicity is the  
hardest  
design principle  
to follow.”

Ian Cameron,  
Chief Designer.

The principle of delivering simplicity out of complexity runs throughout Ghost and Ghost Extended Wheelbase. Everything is designed, engineered and crafted to be so invitingly approachable, so simple, it encourages you to regard either car 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 interiors cosset the occupants and are a place to enjoy spending time. Simplicity may be hard to achieve, but it's worth the effort.

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Information Provided by:  
**DEALER**  
E-ASSETS







“They look natural,  
not styled.”

Andreas Thurner,  
Exterior Designer.

Ghost and Ghost Extended Wheelbase are 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 it remains, no matter how hard you push it.

And even though Ghost Extended Wheelbase is 17 cm (6.7 inches) longer than Ghost, our engineers have gone to great lengths to ensure it offers the same exceptional driving dynamics.

The airsprings, electronically controlled dampers and Active Roll Stabilisation take multiple readings from sensors around the car and continually adjust the suspension accordingly. This ensures they stay 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 them,  
and when you do  
you’ll have a smile  
on your face.”

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

Ghost and Ghost Extended Wheelbase will effortlessly propel you from 0 to 62 mph (100 km/h) in 4.9 seconds and 5.0 seconds respectively.\*

While these figures are impressive in their own right, what separates them from other performance cars is how gracefully and smoothly their 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.

\*Manufacturer’s test results. USA specification 5.0 seconds and 5.1 seconds.





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

Helmut Riedl,  
Engineering Director.

Ghost and Ghost Extended Wheelbase aren't just designed to accelerate in the shortest possible time. They're 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.

It 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

“They are as refined  
and cosseting as  
anything this marque  
has ever produced.”

Charles Coldham,  
Interior Designer.

Entering and exiting the driver's and passengers' compartments are equally graceful. The 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 either car, you are greeted by a contemporary interior with large expanses of soft full-grain leather, natural wood veneers and deep tufted 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 them.  
Nothing does.”

Helmut Riedl,  
Engineering Director.

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

Even though they are the most technologically advanced cars 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, they are 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.

The high shoulder line and large rear pillars allow you to relax in private. Yet at the same time, enjoy a clear and commanding view of the scenery around you.



“The first thing that strikes you about Ghost Extended Wheelbase is the amount of extra legroom.”

Charles Coldham,  
Interior Design.

Once inside the rear passenger compartment, it is immediately apparent where every centimetre of the additional length has been added.

The extra legroom invites you to stretch out, while the abundance of extra space gives you more room to work, entertain or just relax and appreciate the exquisite craftsmanship in every detail.

It also allows even more possibilities for personalisation, so you can create a car that is as unique as you are.



Informa Video

DEALER





“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 the Ghost range and 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.”

**Jörg Bause,**  
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.





“Commissioning a Rolls-Royce is one of life’s unforgettable moments.”

Ian Cameron,  
Chief Designer

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

This means, in addition to the exterior 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.

You also have the opportunity to bespoke many aspects of Ghost and Ghost Extended Wheelbase with the Bespoke programme.



“With the Ghost Bespoke Programme you can create a car that’s as individual as you are.”

**Thomas Jefferson,**  
Manager, Bespoke Sales.

With the Bespoke programme, you can complement the contemporary exterior and interior styling of your car with many personal touches and embellishments that showcase the extraordinary skills of the craftspeople at Goodwood.

For the exterior, you can choose from an extended palette of stunning paint colours. Then, should you wish, you could add a set of single or twin coachlines. Each one is painted by hand using a special brush made from ox and squirrel hair, and takes around three hours to apply.

Our meticulous approach to detail also extends inside the car.

The additional range of veneers can be enhanced with stainless steel pinstripes. Or you could have the Spirit of Ecstasy logo or Rolls-Royce monogram inlaid by hand into the veneered door cappings.

Not only can you choose from a wider range of leather colours and combinations to furnish and trim the interior, it can also be finished with seat piping and contrast stitching. Or you can create your own colour scheme using a pallet of different leather colours, which can be applied in any combination you desire. You can also have the Rolls-Royce monogram or your initials embroidered into the headrests.







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

Ian Cameron,  
Chief Designer.

There are many ways you can further enhance the appearance of Ghost and Ghost Extended Wheelbase.

One of the most striking is the optional Silver Satin finish on the bonnet and windscreen surround, which accentuates their 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.





“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 and Ghost Extended Wheelbase 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 Ghost Extended Wheelbase, and why they are the most advanced cars we have ever produced.





“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.

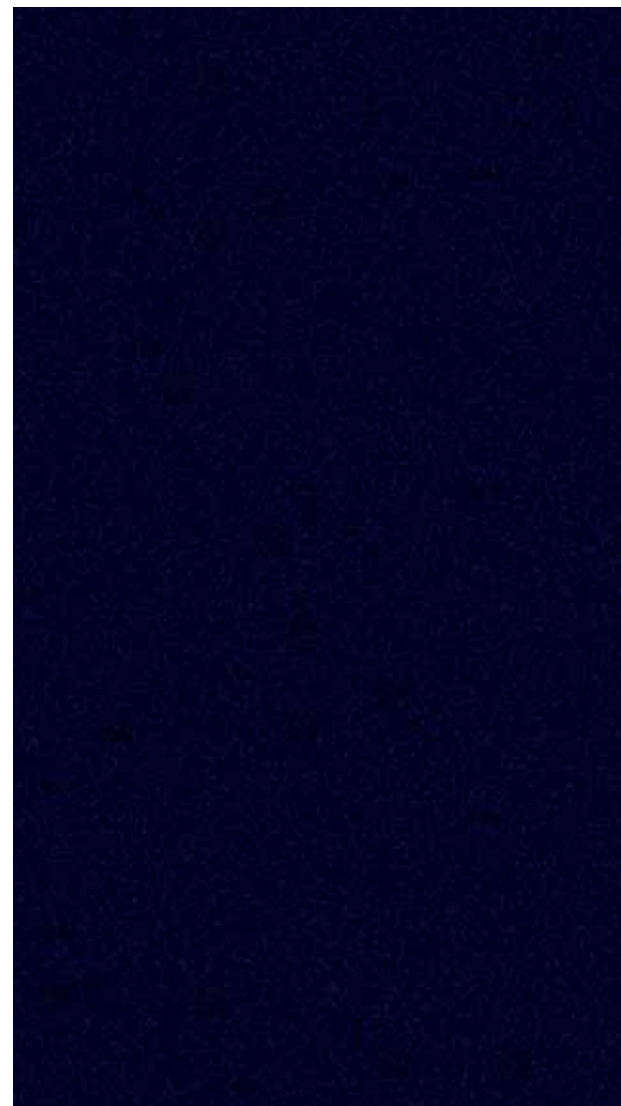
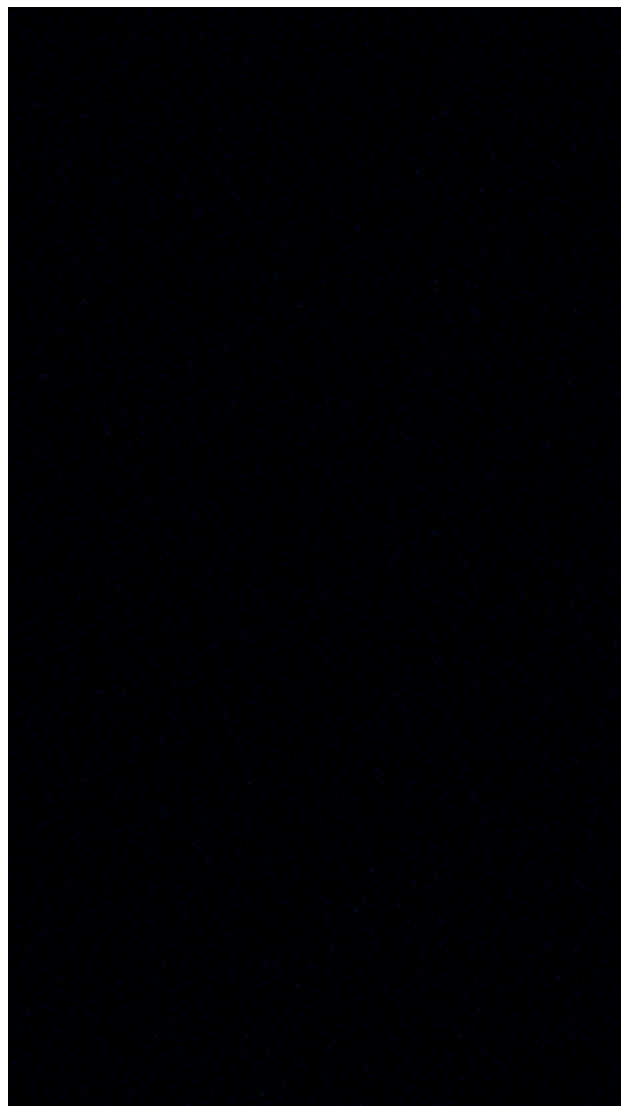
In that time, we spend longer sanding the bodysell between coats by hand than we do painting it.

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

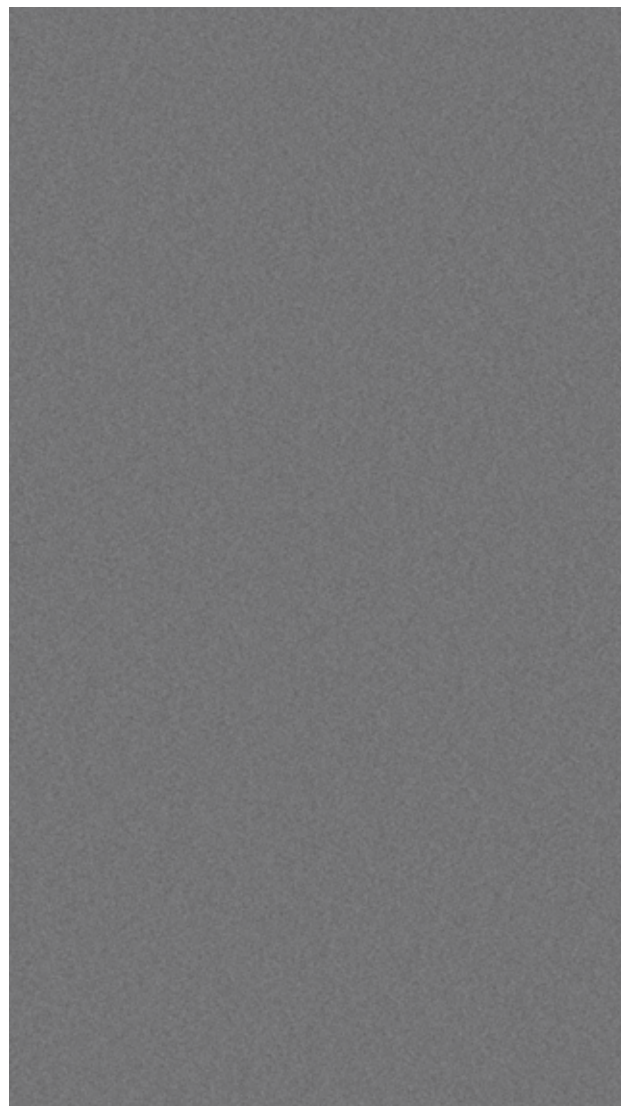
Darkest Tungsten

New Sable

Midnight Sapphire

Lunar Blue

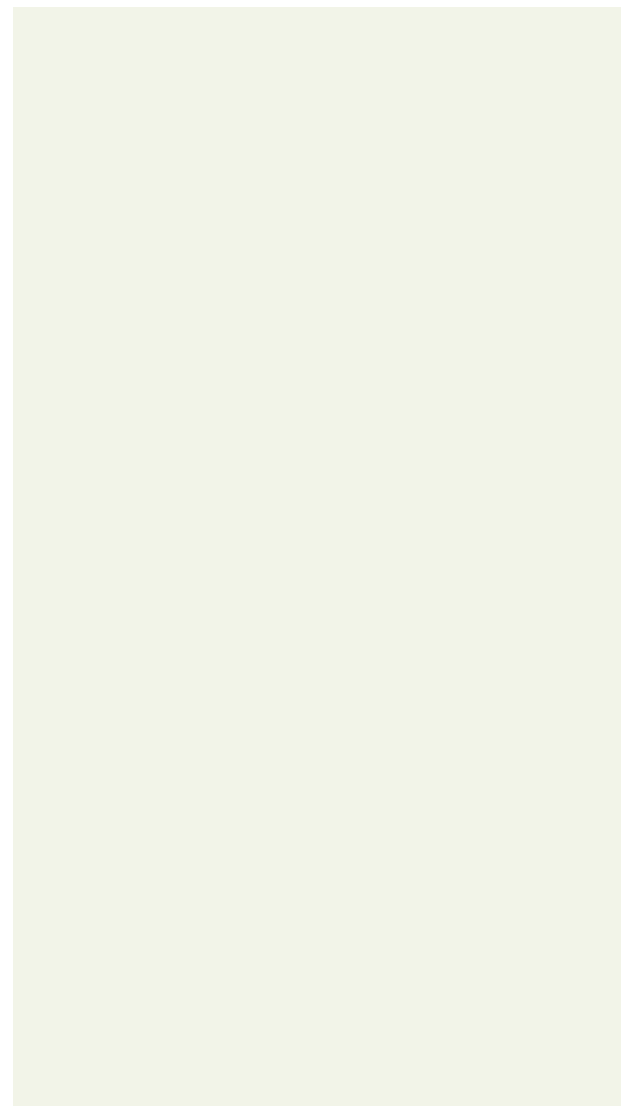
Metropolitan Blue



Sea Green

Jubilee Silver

Silver



English White

Ensign Red

Madeira Red





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

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.

**Ben Creasey,  
Laser Cutter.**

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



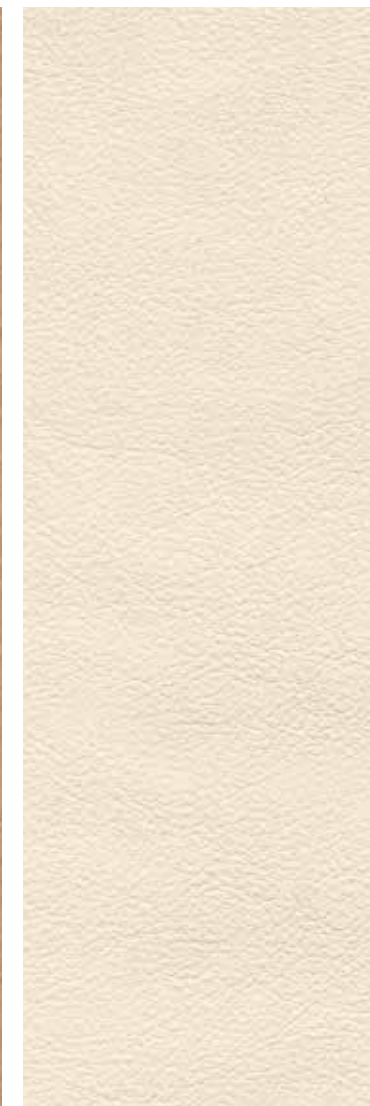
Navy Blue



Consort Red



Moccasin



Crème Light



Seashell

In addition to the standard colours, you can also choose from a range of optional leather accents, contrast colours and trims, which are available through the Ghost Bespoke programme. 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.

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.

An enhanced range of hardwood veneers, including Mahogany, Oak Burr and Black Stained Ash, are available through the Ghost Bespoke Programme.





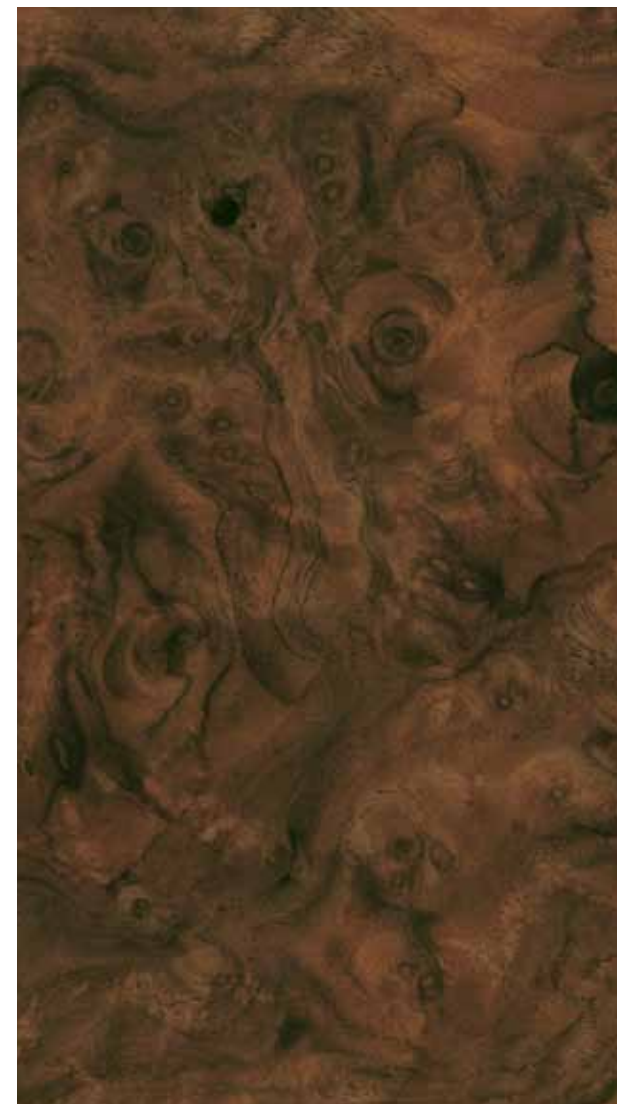
Piano Black



Dark Wenge



Malabar



Walnut Burr



Elm Cluster



Tuscan Ash Burr





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	13.6 ltr / 100 km / 20.8 mpg (Imp)
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	2490 kg / 5490 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	13 mpg
Highway	20 mpg

**Fuel Consumption (Canada)††**

City	16.2 ltr / 100 km
Highway	10.1 ltr / 100 km

\*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.

‡EPA (Preliminary) – Use estimated mpg for comparison with other cars. Your mileage may vary with options, driving conditions, driving habits, the car's condition, speed and trip length. Actual highway mileage will probably be less.

†† The fuel efficiency data was determined using approved Transport Canada Test Methods.

Full technical specification details are available at [www.rolls-roycemotorcars.com](http://www.rolls-roycemotorcars.com)



World

**Dimensions**

Number of doors / seats	4 / 5
Vehicle length	5569 mm / 219.3 in
Vehicle width	1948 mm / 76.7 in
Vehicle height (unladen)	1550 mm / 61.0 in
Wheelbase	3465 mm / 136.4 in
Turning circle	14.0 m / 45.9 ft
Boot volume (ISO3832)	490 ltr / 17.3 ft <sup>3</sup>

**Weight**

Unladen weight (DIN)	2420 kg / 5335 lbs
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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	4.8 sec
Acceleration 0-100 km/h	5.0 sec

**Fuel Consumption**

Urban	20.6 ltr / 100 km / 13.7 mpg (Imp)
Extra urban	9.6 ltr / 100 km / 29.4 mpg (Imp)
Combined consumption	13.7 ltr / 100 km / 20.6 mpg (Imp)
CO <sub>2</sub> emissions (combined)	319 g/km

USA

**Dimensions**

Number of doors / seats	4 / 5
Vehicle length	5569 mm / 219.3 in
Vehicle width	1948 mm / 76.7 in
Vehicle height (unladen)	1550 mm / 61.0 in
Wheelbase	3465 mm / 136.4 in
Turning circle	14.0 m / 45.9 ft
Trunk volume (SAE J1100)	14 ft <sup>3</sup>

**Weight**

Curb weight	2520 kg / 5556 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	4.9 sec
Acceleration 0-100 km/h	5.1 sec

**Fuel Consumption (USA)‡**

City	13 mpg
Highway	20 mpg

**Fuel Consumption (Canada) ††**

City	16.2 ltr / 100 km
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All illustrations and specifications are based upon current information available as at October 2011. 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.

Model year designation on any particular model may be longer or shorter than 12 months. Rolls-Royce Motor Cars Limited makes all reasonable efforts to provide accurate information; however, there is no guarantee of accuracy. No liability is assumed by Rolls-Royce Motor Cars Limited. Additional information may be obtained from your Rolls-Royce Motor Cars authorised dealership.

Your Rolls-Royce motor car is a product of a comprehensive recycling concept and recycling requirements are taken into account throughout the development and production of each motor car. For example, all the materials used in manufacturing your motor car are carefully selected to preserve natural resources and to ensure efficient recycling – compatible with the environment. Each motor car is designed and built for simple and economic recycling after its long-running life, utilising the important know-how accumulated over time.

For information and enquiries go to the Rolls-Royce Motor Cars website or contact [rr-recycling@rolls-roycemotorcars.com](mailto:rr-recycling@rolls-roycemotorcars.com).

US distributor: Rolls-Royce Motor Cars NA, LLC, Woodcliff Lake, NJ 07677-7731.

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