

# Satisfaction

BY JOE SAGE

Rolls-Royce Ghost was introduced in 2009 as an alternative to the flagship Phantom, offering a smaller car at a lower price—all things being relative in this ethereal realm—yet boasting plenty of power, all enveloped in the hugely satisfying image and content the brand is known for and will surely never stray from.

More than a foot shorter, three inches lower and with a base price over \$100,000 less, Ghost is presented by Rolls-Royce themselves as bearing a “Post Opulent design philosophy, rejecting superfi-

cial expressions of wealth ... a response to a whole new generation of clients, both in age and attitude, [who] asked us for a slightly smaller, less ostentatious means to own a Rolls-Royce.” It has worked, with Ghost becoming the most successful model in the marque’s 116-year history.

Ghost strikes us also as a sedan-form echo of the similarly priced Wraith four-door coupe, while Wraith maintains its notable horsepower edge.

All are useful points of reference, though make no mistake: when you arrive in any Rolls-Royce, you will have arrived. Ghost’s formula of reduction while retaining substance is a philosophy of “less but better,” in turn invoking legendary architect Mies van der Rohe’s famous “less is more” dictum.

Get in—doors open and close electrically, at a

touch—and start driving, and you are definitely in that very special Rolls-Royce realm—experiencing dominating power with just the right level of reserved natural soundtrack, smooth as silk and completely wonderful. The interior’s serenity comes from components tuned to specific resonant frequency, i.e. noise-cancelling details throughout.

Reminiscent of the Starlight Headliner available in other models (up to 1600 pinpoint lights for over \$10k), the Ghost includes a dashboard nameplate surrounded by more than 850 illuminated stars.

Ghost has rear seat legroom and features to welcome the chauffeur-driven customer, with a Ghost Extended model available for those desiring even more. But its dynamic personality and powertrain are irresistible to most owners, with the vast majority in the US and Europe driving themselves.

While Rolls-Royce Ghost and Phantom bear different V-12 engines, both have the same horse-

power, 563, while the Phantom delivers a bit more torque, though both in the 600s. Surprisingly, Phantom weighs a mere 15 pounds more than Ghost.

First used on Phantom, then Cullinan, Ghost’s aluminum spaceframe architecture is unique to Rolls-Royce; its weight savings leaves headroom for super-luxury finishes, while its strength and rigidity form the basis for advanced all-wheel drive and all-wheel steering.

Nothing about Rolls-Royce is superficial. The incredible amount of energy and expertise that goes into each car’s build first goes into engineering, through and through. A significant portion of the Ghost’s demeanor comes from its new Planar Suspension System (see sidebar on next page), ten years in the making. An all-wheel-drive high performance vehicle is always a good candidate for maintaining a firmly planted stance in all conditions. Add Planar Suspension, and this hits a new level, especially notable in a vehicle this large.

For a taste of the open road, we headed out for a loop through Fountain Hills and Rio Verde. This

was a great trial for any Magic Carpet Ride, as it includes hill and dale and plenty of curves—all of which were executed with smooth power and notable erasure of counterproductive centrifugal or other outside forces, leaving just exuberance and precision control. We were so enthralled by the power and suspension, the run from Fountain Hills to Rio Verde so glorious, that the miles just disappeared. Instead of a loop, we turned around and burned back the way we had come.

Our time is inherently limited, but imagine ownership of such a beast. One of the classic car magazines once described one of the first all-wheel-drive performance sedans as the perfect vehicle to drive from Prudhoe Bay to Tierra del Fuego. We recalled this while thinking it would be great to drive the Rolls-Royce Ghost from, say, Santa Monica to Kennebunkport (and if you could do it at 120 mph, all the better).

The full Rolls-Royce Ghost experience—from cabin to ride engineering—comes through equally in town or wide open out in the world. Each ele-

(cont’d)

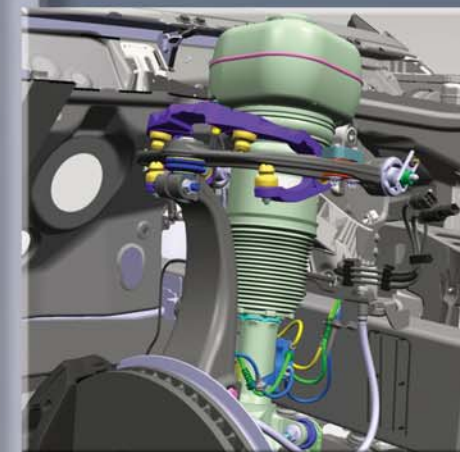


## SPECIFICATIONS

ASSEMBLY .....	Chichester, Great Britain
PARTS CONTENT .....	60% Germany, 15% UK, 5% US/Canada
ENGINE .....	6.75L 48v dir in twin-turbo V12
COMPRESSION RATIO .....	10.1:1
HP/TORQUE .....	563 hp / 627 lb-ft
DRIVETRAIN .....	AVD (variable from 100% rear bias to 50/50)
TRANSMISSION .....	ZF 8HP90 8-spd satellite-aided automatic
FINAL DRIVE RATIO .....	2.813
TOP SPEED .....	(governed) 155 mph
ZERO-TO-60 MPH .....	4.6 sec
AERODYNAMICS .....	drag Cd 0.33
SUSPENSION .....	F: dbl wishbone; R: five-link; Planar Susp System (sidebar, next page)
STEERING .....	all-wheel steering with active rear axle steering
BRAKES .....	power-assist vented discs all wheels, 4-channel ABS, brake energy regeneration, dynamic brake control, dynamic stability control incl dynamic traction control & cornering brake control
WHEELS (F/R) .....	F: XL 8.5x21 / R: XL 9.5x21
TIRES (F/R) .....	Pirelli P-Zero F: 255/40 R21102Y / R: 285/35 R21105Y
TRACK (F/R) .....	65.9 / 66.9 in
LENGTH / WHEELBASE .....	219.0 / 129.7 in
HEIGHT / WIDTH .....	61.85 / 84.6 in
TURNING CIRCLE .....	42.7 ft
DOORS / ROWS / SEATS .....	4 / 2 / 5 seats
HEADROOM (F/R) .....	40.9 / 39.1 in
LEGROOM (F/R) .....	41.6 / 41.9 in
CARGO CAPACITY .....	17.7 cu.ft
WEIGHT .....	5628 lb
PAYLOAD / GVWR .....	1102 / 6900 lb
FUEL / CAPACITY .....	premium unl 95 oct / 91 ok
FUEL CAPACITY .....	19.8 gal
MPG .....	12/19/14 (city/hwy/comb)
<b>BASE PRICE .....</b>	<b>\$332,500</b>
<b>GHOST PKG:</b> lambswool footmats; rear theatre configuration; black contrast seat piping; illuminated “Ghost” treadplate; Arctic White “RR” monogram to all headrests; illuminated grille; tailored purple colored stitching; Module Editing bespoke interior .....	31,125
<b>MAIN PAINT COLOR:</b> Arctic White .....	nc
<b>COACHLINE COLOR:</b> Black .....	nc
<b>INTERIOR COLOR:</b> Arctic White, Black .....	nc
<b>WHEEL CENTERS:</b> Black pinstripe .....	2475
<b>WHEEL CENTERS:</b> matched to wheel .....	1275
<b>COACHLINE:</b> long, single .....	1850
<b>UP-LIT “SPIRIT OF ECSTASY”</b> .....	4800
<b>VENTILATED REAR SEATS</b> .....	1925
<b>REAR MASSAGE SEATS</b> .....	nc
<b>HEATED PASSENGER SURROUND</b> .....	2625
<b>INDULGE BESPOKE CLOCK</b> .....	6200
<b>ILLUMINATED FASCIA</b> .....	5000
<b>SoE EMBOSSED ON DOORS</b> .....	2050
<b>SoE EMBOSSED ON PICNIC TABLES</b> .....	1525
<b>EXTENDED BLACK PIPING</b> .....	2150
<b>INSTRUMENT PANEL:</b> inner stitch .....	850
<b>OPEN PORE OBSIDIAN AYOUS</b> .....	3200
<b>STEERING WHEEL:</b> veneered spokes .....	1200
<b>VENEER:</b> extended Open Pore application .....	3525
<b>IMMERSIVE SEATING</b> w occ. third seat .....	10,425
<b>UMBRELLAS:</b> black Commissioned Collection, secondary color Arctic White, bead color Arctic White, handle Black .....	1600
<b>GAS GUZZLER CHARGE</b> .....	2600
<b>DESTINATION CHARGE</b> .....	2750
<b>TOTAL .....</b>	<b>\$440,225</b>



## PLANAR SUSPENSION SYSTEM



ment—from engineering to your personal immersion—crosses a subtle yet significant threshold from routine to magnificent, the whole point of the Rolls-Royce brand.

For anyone who has driven the big American cars of the '60s through '80s and lingering beyond, this is a familiar size, though in today's world it bears impressive stature. Ghost's form and presence are sure appeal to a great many, including their target: those who may have shied away from the Rolls-Royce brand in the past. Much like Queen Elizabeth in a modest tiara, you can be king or queen of your realm without flashing your fanciest crown and with your most effective weaponry always at the ready but discreetly out of sight.

### **This just in: Black Badge Ghost announced**

If you are still enticed by the higher power of the Phantom, meet the Black Badge Ghost, announced just as we were going to press.

Promising "the dark side of Post Opulent design," its enhanced 6.75-liter V12 beats both the standard Ghost's and the Phantom's horsepower, at 591, up from 563 (still shy of Wraith's 624 hp), and matches Phantom's 664 lb-ft of torque (beating Ghost's standard 627). Drivetrain and chassis are re-engineered accordingly, and style and finish points reflect Black Badge caliber. Rolls-Royce CEO Torsten Müller-Ötvös calls this "the purest Black Badge motor car in the marque's history." ■

**T**he new Rolls-Royce Ghost bears a new development in the brand's renowned Magic Carpet Ride: a completely redesigned Planar Suspension System, the result of ten collective years of testing and development. Named for a flat, level geometric plane, the system aims for a sense of flight on land.

*Created through hands-on effort, sophisticated scanning and software technology, it incorporates an even more stable and effortless world's-first upper wishbone damper unit—which itself took five years of road and bench testing—above the front suspension assembly, which works with cameras and a satellite aided transmission to read the road ahead, anticipate and prepare the suspension system for any changes, and react to the most demanding road surfaces.*

*A Rolls-Royce exclusive, never before applied to a production car, this improves performance of electronically controlled continuously variable shock absorbers and self-leveling high-volume air strut assemblies.*

*A five-link rear axle benefits from the same self-leveling high-volume air suspension technology, as well as rear-wheel steering, with both axles managed via software. This also governs other chassis technologies, including the all-wheel drive, all-wheel steering, stability control and self-drying braking systems, to ensure the car reacts "as one" to changes in surfaces or grip, while maintaining a spirited, dynamic personality.*

*The Planar system also manages data to proactively adapt to intrusions in the road ahead. Its Flagbearer system, named in honor of early laws requiring someone to walk ahead of a car, carrying a red flag, has a stereo camera system integrated in the windshield to see the road ahead, adjusting suspension proactively rather than reactively up to 62 mph. Second is the satellite aided transmission system, which draws GPS data to pre-select the optimum gear for upcoming corners. The result is an unprecedented level of comfort and control. ■*

