



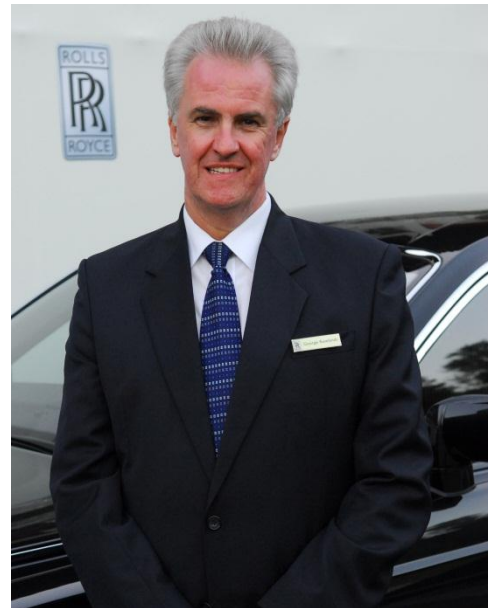
Rolls-Royce Motor Cars

An Exclusive Invitation to meet **THE CAR WHISPERER**

Auckland, New Zealand: 2 August 2012

Rolls-Royce Motor Cars founder Sir Henry Royce, a brilliant engineer who helped cement the standards of automotive excellence that the brand is known for, famously said: "Strive for perfection in everything you do." The 108-year old brand still adheres to this mantra - the same words adorn the wall of the company's factory at Goodwood, in the South of England.

This philosophy, combined with the usual attention to detail expected of its employees, is one taken very seriously by technical experts like George Rowlands, Aftersales Manager for the Asia-Pacific region, an area that covers over 20 cities in 14 markets.



With the brand at the pinnacle of the automotive industry, George is tasked with detecting the slightest fault in a Rolls-Royce car, whether by listening to the engine turn over or even when navigating through the teeming rush hour city traffic in India to resolve a customer's concerns.

George Rowlands is one of Rolls Royce' most experienced technical aftersales experts, with an instinct for cars borne out of his vast experience, particularly with Rolls-Royce. He is visiting the authorized dealership in Auckland, as part of his wide regional responsibility, ensuring the aftersales promise in New Zealand meets the high expectations of the brand's customers.

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George has been with BMW Group for more than 23 years and has seen the evolution of Rolls Royce motor cars from the Phantom Saloon to the more lifestyle 2 door coupe and convertible models and the new Ghost family. He describes his career progression as from “spanners to laptops”, reflecting the evolution of engines where highly complex electronics and software have been introduced over the years.

These sophisticated electronic systems have become an integral part of Rolls Royce motor cars, and not only ensure an enhanced driving experience, but also allow the technical team to check and diagnose any potential faults....from the other side of the world, if necessary.

The leading edge diagnostics software, introduced in the Rolls-Royce Phantom and Ghost, allows the car to be hooked up via an internet connection to the factory personnel in Goodwood, the home of Rolls-Royce in the UK. This allows the Goodwood team to ‘interrogate’ a car and identify any faults, as well as provide software downloads and updates. In special circumstances, the 24/7 specialists at Goodwood will fly to a stricken car, equipped with a laptop containing specialist diagnostics software.

The aftersales service provided by Rolls-Royce is yet another example of their attention to meeting and exceeding the expectations of their customers. Every new Rolls-Royce receives two years of unlimited servicing, not just of the engine, but of the entire motor car including any bespoke items. Indeed, installing a customer’s bespoke glovebox (designed with the customer’s own signature), after the car had been delivered, is all part and parcel of George’s multi-tasked role.

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