

Milestones in the History of Rolls-Royce

1904

CS Rolls meets FH Royce. First 10, 15 and 20hp Rolls-Royce motor cars go on display at the Paris salon.

1906

CS Rolls wins the Isle of Man TT in Rolls-Royce 20hp. Rolls-Royce Ltd. registered as a company. Famous Rolls-Royce logo introduced.

1907

The 40/50hp Silver Ghost is built and breaks the long distance endurance record, covering 14,371 miles without an involuntary stop.

1911

The Spirit of Ecstasy, designed by Charles Sykes, is first used.

1914

Royce designs his first aero engine, the V12 Eagle. 40/50hp Rolls-Royce chassis used for armoured cars.

1919

Rolls-Royce of America is established in Springfield Massachusetts, to manufacture Silver Ghost and Phantom motor cars, avoiding high import tariffs. It closes in 1935, a victim of the 1930's depression.

1922

The Rolls-Royce 20hp, known as the 'baby Rolls-Royce' is launched; a smaller motor car to suit the social and economic climate of the 1920's.

1925

The Phantom introduced: the first of a series in production until 1990. A superbly proportioned motor car, its chassis layout enables coachbuilders to progress from carriage-like coachwork to the much sleeker lines of the 1930's.

1930's

'R' engine powers impressive series of water and land speed records. Powered by a Rolls-Royce 'R' aero engine the Supermarine S6B wins the Schneider Trophy. 'R' engine is used to break the world air speed record. Rolls-Royce Limited acquires Park Ward Limited, the coachbuilders.

1939-45

Production of Rolls-Royce motor cars suspended for the duration of the Second World War.

1946

Motor Car Division is established at Crewe.

1947

Silver Wraith introduced: the last Rolls-Royce motor car to be sold as chassis only, and the first to emerge from Crewe.

1949

Silver Dawn introduced: the first Rolls-Royce motor car to be sold complete with body.

1950

First Phantom IV produced in response to an order from HRH Princess Elizabeth.

1955

Manufacture of the Silver Cloud begins: one of the most celebrated Rolls-Royce motor cars in the company's history.

1959

H J Mulliner becomes part of Rolls-Royce.

1961

Mulliner merges with Park Ward.

1965

Silver Shadow production begins: one of the most technologically advanced motor cars of its time.

1971

Corniche launched: two-door saloon and convertible versions hand-built by Mulliner Park Ward. The motor car and aero-engine divisions become separate companies.

1975

Camargue introduced: styling by Pininfarina.

1980

Silver Spirit and long wheelbase sister model the Silver Spur introduced. Rolls-Royce Motors Ltd is acquired by the Vickers group.

1985

In the same year as the centenary of the motor car, Rolls-Royce builds it's 100,000th car - a Silver Spur, retained by the company.

1996

Manufacture begins of new Silver Spur with Light Pressure Turbo engine. New extended wheelbase Park Ward motor cars are launched.

1997

Park Ward, the coachbuilding partner of Rolls-Royce offers a series of specially commissioned Silver Spur motor cars, known as the Rolls-Royce Silver Spur Park Ward.

1998

The Silver Seraph is launched: only the 9th completely new Rolls-Royce motor car in the history of the company. It heralds the renaissance of Rolls-Royce, and is the result of intense development at Crewe, involving completely new production facilities - body assembly on site for the first time, new wood facility and a moving production line for the first time. Continuing the investment programme Crewe now incorporates exhibition facilities, a new retailing concept and the Rolls-Royce and Bentley Academy.

