



MARTIN FRITSCHES, PRESIDENT,
ROLLS-ROYCE MOTOR CARS AMERICAS is...

Worth Asking

Martin Fritsches was appointed President of Rolls-Royce Motor Cars North America on September 1, 2018. Fritsches joined Rolls-Royce in 2018 as Vice President of Sales for the Americas region, responsible for sales planning and operations, including the marque's 44 dealers in the Americas, the largest region for Rolls-Royce Motor Cars globally.

Prior to joining Rolls-Royce, Fritsches held a number of senior positions at BMW Group in Sales, Marketing and Dealer Development in Argentina, Brazil and Germany. In 2012, Fritsches was appointed Sales Director for the BMW brand in the Brazilian market. In this role, he worked in multiple areas including optimization of the dealer network, working with the BMW Brazil manufacturing plant that launched in 2014, strengthening the BMW M offering, and boosting the pre-owned business. Mr. Fritsches originally joined the BMW Group in 1999 in Argentina. Since then, he has accumulated an extensive, well-rounded background over nearly 20 years.

Martin Fritsches spent some time with *Palm Beach Society Magazine* at the Palm Beach International Boat Show where the new Rolls-Royce Ghost and Cullinan Black Badge were on display in partnership with Worth Avenue Yachts.

TELL US ABOUT THE NEW GHOST MODEL FOR 2021.

The new Ghost is our most recent launch after the Cullinan two years ago. It is a car that has been both redesigned and redefined. It is powered by a 6.75-liter twin-turbo V12 engine producing 563 horsepower at 5000 rpm and 627-lb-ft of torque at 1600 rpm. The Ghost chassis is built on Rolls-Royce's aluminum architecture, known as the Architecture of Luxury, and was first used for the Phantom and then the Cullinan SUV. The luxurious interior continues to feature the finest leather, metal, and open pore wood. You can feel it, but the most important thing is the design itself, which comes from a post-opulence approach that is more understated, not so flashy and with cleaner, softer lines. It has some key features such as the Illuminated Fascia, which is an extension of the Starlight Headliner, combination LED and laser headlights, as well as a four-camera system with panoramic view. Definitely a fantastic product with many new things!

WE UNDERSTAND THAT THERE IS A NEW GRILLE ON THE GHOST.

Yes, the new grille is one of the new features. It is a larger Pantheon grille, which is lit and can be dimmed to the owner's preference. Twenty LED's provide the nighttime illumination that exudes a tone of elegance and exclusivity.

TELL US MORE ABOUT THE CULLINAN, THE NEW CAR AVAILABLE IN THE BLACK BADGE EDITION.

The Cullinan, overall for our market, particularly in the U.S. and here in Florida, has been a game changer for the brand. Our brand is becoming more and more attractive. We're really bringing on a younger customer base. The Cullinan has been the product that has brought even more of the new trend and it's been doing absolutely fantastic since we launched it over a year

ago. What normally happens with most of our products once we launch, it becomes a Black Badge, something edgier, cooler — a darker side of the product. The Black Badge version with that additional product offer — let's say a trend — has been doing fantastic.

WHAT ABOUT THE 22-INCH WHEELS AND STARLIGHT HEADLINER FEATURE NOW OFFERED.

We have a very close relationship with our patrons and customers, and we truly listen to them. We are the bespoke brand in the automotive industry by far. We are focused on customization and craftsmanship, so when you ask about the 22-inch wheels, it is because we listen to our customers and we hear them.

The Starlight Headliner is now offered in the Cullinan Black Badge but is also available on the Ghost, Phantom, and Wraith. This feature uses 1,344 embedded fiber-optic lights to bring the night sky inside the car. There is a shooting star effect as well as a dimmer switch that allows the owner to adjust the intensity.

Rolls-Royce Motor Cars Limited was created over a famous lunch in May 1904. Henry Royce, a successful engineer, struck a deal with Charles Rolls, owner of one of the first car dealerships. The rest is history. The ensuing series of two, three, four- and six-cylinder cars broke the mould for engineering and craftsmanship. The Silver Ghost, launched in 1907, was a car of legendary smoothness that completed a 14,371 mile virtually non-stop run, creating "the best car in the world" legend.

For more than 90 years, Rolls-Royce Motor Cars set the standard as the ultimate luxury brand, not only in the automotive industry. In 1998 the brand was acquired by the BMW Group that invested to ensure the continuation of the brand through the twenty first century and beyond.

In addition to being the largest region by volume, America remains one of the top two markets for Bespoke content worldwide. Here, owners celebrate their success with record levels of Bespoke design, options and materials. Rolls-Royce Motor Cars Bespoke sets it apart from all others in the industry by offering any possible design and accessories integration to make each motor car unique.

Rolls-Royce Motor Cars North America is headquartered in Woodcliff Lake, New Jersey and directly employs approximately 35 professionals to support sales, marketing and service in the region.

The brand currently has 37 dealer locations in the United States, four in Canada, one in Mexico and two in South America.

Braman Rolls-Royce Palm Beach is located at 2801 Okeechobee Blvd. in West Palm Beach. For information call 561.935.6305 or visit www.bramanrolls-roycepalmbeach.com.