



Why the British
still make the best car in the world

- as told in a series of advertisements which appeared
in The Daily Telegraph of London in early 1975.

CARPRINT.NET



The Rolls-Royce Phantom VI is one of the most beautiful cars ever built. The Rolls-Royce Phantom VI is the best car in the world.

Why the British still make the best car in the world.

It is quite simple. Rolls-Royce have never moved from the basic principles laid down by Sir Henry Royce. They still design and make cars aimed to meet his only criterion: perfection.

What this means is that Rolls-Royce never allow themselves to use anything but the finest materials in building their cars. It also means that they must employ a work force with a higher proportion of specialist craftsmen than

any other car manufacturer in the world. Each man has to be the very best in his field.

It means one other thing too. Rolls-Royce Motors use more of one commodity than any other car manufacturer in the world. It is the most precious commodity of all time. No part of building a Rolls-Royce is ever hurried. Rolls-Royce customers - both in this country and abroad - understand that if you are trying to create the very best in any field it takes

patience. And it takes 3 months of patience before Rolls-Royce Motors allow any car to leave their workshops.

One result of all this is that Rolls-Royce Motors are able to give the longest car guarantee of all. Another more significant result, is that the desire to own a Rolls-Royce has become an international phenomenon - well over half the motor cars Rolls-Royce build goes to export customers.

What better acknowledgment that, in 1973, the British still make the best car in the world.



Makers of the best car in the world.



Rolls-Royce Phantom V. The most exclusive motor car in the world.

Why the British still make the best car in the world.

I've always greatly admired mechanical perfection. It's such an exacting science, demanding skill, patience and attention to each tiny detail. That's not easily achieved.

So I bought a Rolls-Royce. It is the precision-engineered motor car. Every component works as planned, smoothly, silently and efficiently. The equipment included as standard

impressed me right away. The technical innovations, like the automatic speed control, mean that, whatever the distance, neither driver nor passengers arrive tired at their destination. I appreciate too the security of the comprehensive Rolls-Royce system of warning and safety measures. And the responsive braking, handling and performance.

I used to think 3 months was a long time to spend building a motor car. What did Rolls-Royce do in all that time? Now I know. I couldn't find this motor car's qualities and excellent finish anywhere else. They must use every minute to the full.

I now have two Rolls-Royce motor cars. That makes me a very satisfied man. Because I

know why they say the British still make the best car in the world.



Makers of the best car in the world.



Why the British still make the best car in the world.

Over here we ask a lot from our cars. The average American Rolls-Royce customer knows exactly what he wants and he's ready to pay for it.

So I sell every Rolls-Royce I can get. Any American would be proud to own a Rolls-Royce; my own wife loaned me one. They're every inch the real thing and it shows. Just look at that bodywork, that gleaming

paintwork. There's ten or more coats of real protection there. And inside, those seats are upholstered in genuine English leather. It's got Wilton hatted carpet from door to door. The interior's paneled in the best Italian walnut.

And it's mostly made by hand. America invented mass production and it sold a lot of cars. But for a real prestige motor vehicle that's going to last for years, it can't beat those skilled

craftsmen who spend months constructing a Rolls-Royce. Detroit makes fine cars, but can you see them taking 3 months to do it?

Even when Rolls-Royce set up their own plant in Springfield, Massachusetts back in the Twenties, we didn't buy it. Stateside customers went right on ordering their Rolls-Royce motor cars from England, like they had since 1909. That's where the tradition was and is now.

Any American who wants the best car in the world, he's still going to go to Rolls-Royce Motors.*



*Makers of the best car in the world.



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Why the British still make the best car in the world.

My profession revolves around quality. Every bridge, airport or dock must have it, although it takes a trained eye to recognise this. That is my job.

That is also how I judged my first Rolls-Royce. The motor car passed the inspection admirably; its engineering and finish are unequalled. Not like a bridge, not all this motor car's

finest qualities are immediately apparent. During the first two years I owned my Rolls-Royce, I discovered a hundred little things that pleased me. Details which showed plainly how much careful design was involved.

On a long journey one of the most important qualities of the Rolls-Royce is revealed. With noise at the lowest level and comfort at the highest, one

can hold a conversation, relax, and arrive at one's destination completely fresh.

It lasts too. My previous Rolls-Royce stood on the street for 10 years, and was still like new when I replaced it with another.

That is quality. And that is why the British still make the best car in the world.



Makers of the best car in the world



Why the British still make the best car in the world.

This is the Rolls-Royce Camargue. In seventy years of striving to build the perfect motorcar this is probably the closest even Rolls-Royce have come to achieving that ideal. The Camargue first took shape in 1971. Rolls-Royce Motors commissioned Italian stylist Pininfarina to create a two-door saloon offering the ultimate in passenger comfort and safety. It would be based on the mechanical excellence of the Rolls-Royce Silver Shadow, and

would retain all its exclusive features. The same uniquely skilled work force would patiently and carefully execute the final design. Coachwork would be hand built by Mulliner Park Ward. No detail would be spared.

Teams of the best automotive engineers in the world worked hard and long at tiny refinements and improvements. Rolls-Royce Motors designed the first two-level automatic air conditioning system in the world. All the

required safety and pollution regulations were met or exceeded.

Gradually the low sleek shape evolved. With curved side window glass the two-door bodywork now provided more rear passenger space than even the four-door Silver Shadow.

Finally the prototype was sent on a destructive series of road and laboratory tests. Last adjustments were made. Only then was the Camargue ready for the Rolls-Royce radiator.

angled 4° forward to preserve the elegant lines. The result is the Rolls-Royce Camargue shown here. Sir Henry Royce would have been proud of it.



Masters of the best car in the world.



Car Division