



# THE GREATEST CARS IN THE WORLD

## CHARTING THE COURSE OF THE RR PHANTOM FROM 1929-2018



INFOGRAPHIC: SHAER REAZ

Founded in 1904 by Charles Stewart Rolls and Fredrick Henry Royce, the Rolls Royce motor vehicle is perhaps one of the most recognisable of any automotive brand on the planet, save perhaps the Prancing Horse of Ferrari. For more than a century, Rolls Royce has produced some of the greatest cars ever, coming to signify impossible grace, timeless elegance and unrivalled engineering. In such a stellar cast, it is difficult to pick out one above the rest, but if one must, it has to be the Phantom. Starting off as a coachworks designed and hand-built saloon for the elites of the era, the Phantom has come a long way, evolving into a powerhouse of an automobile and creating a formidable legacy of fine motoring.

The post war Rolls Royce models started gaining more popularity thanks to more standardised coachwork methods. The Queen of England started using a bespoke Rolls Royce Phantom IV, cementing a long running relationship between the brand and royalty. In the political turmoil that followed the creation of post-WW II nation states, the Rolls Royce name and the Spirit of Ecstasy came to stand for the excess often displayed by social elites. Amidst this class war, the Phantom, like other RR models, were picked up by rockstars, media moguls and celebrities, often customised to their needs. John Lennon of The Beatles fame ordered a Phantom V with a custom paintjob in the style of a Romani gypsy wagon, the car eventually coming to be a counter-culture icon of the 60s.

Under new ownership as part of VW Group, the Phantom name was killed off and replaced by the Silver Shadow and Seraph. Sold to BMW Group in 1998, the Rolls Royce brand entered a new era with the all-new Phantom launched in 2003. Featuring a significant bump in technology, safety and new-age luxury, the Phantom embodied wealth and celebrity culture. With more rivals than ever and born into a consumerist world, the Phantom certainly needed to evolve to survive. With the evolution of the brand, the typical owner of RR vehicles also changed - still somewhat exclusive, the Phantom was sold to musicians, business owners and movie stars. You didn't need to be a head of state to own a Phantom anymore.



1929 PHANTOM 40/50

The 40/50 came with a 7.7 litre inline six engine, with RR providing only the mechanical components.



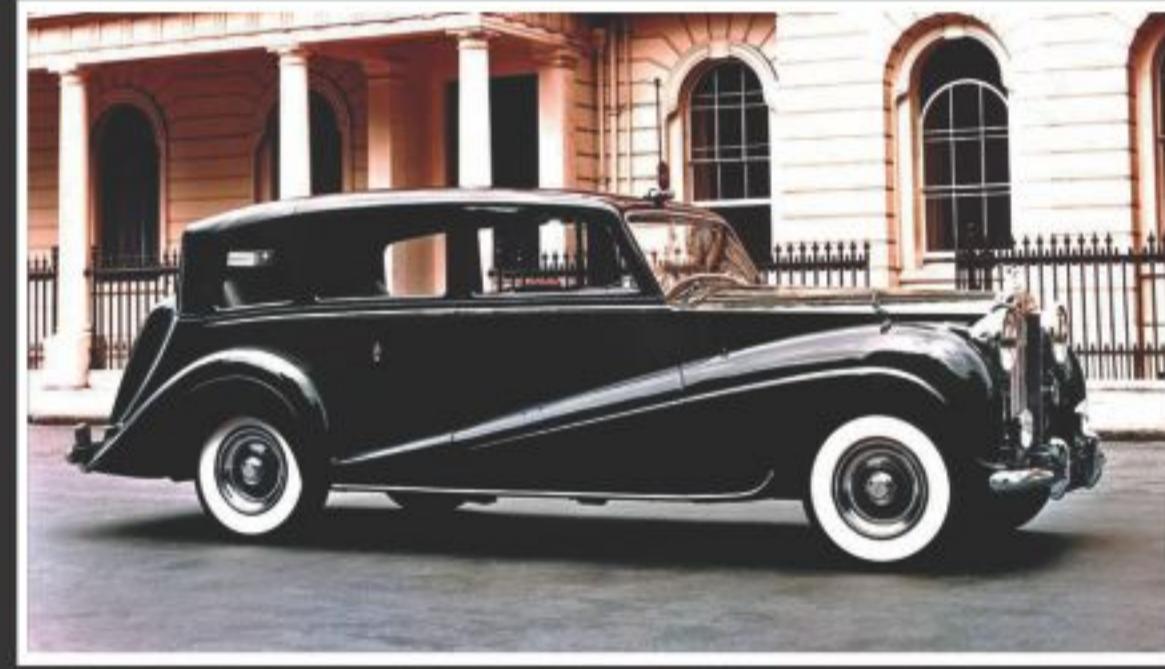
1935 PHANTOM II

The II was built around an improved 40/50 inline 6 engine and was offered in a Continental model with short wheelbase.



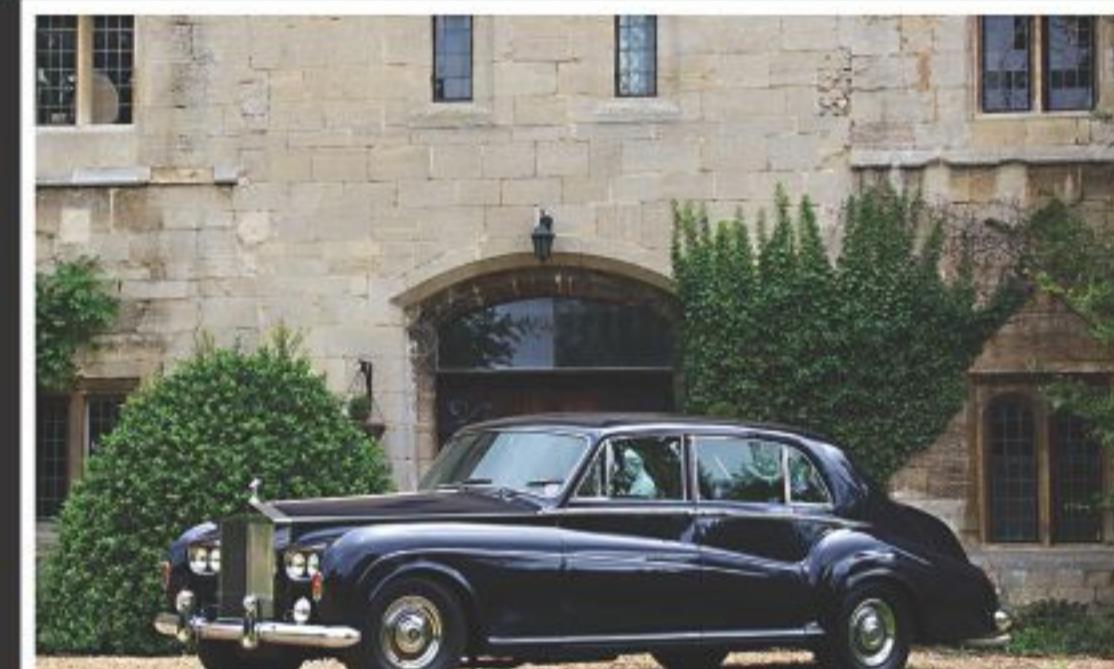
1938 PHANTOM III

Phantom III was the last RR model before World War II, and only V12 model till 1998.



1950 PHANTOM IV

Only 18 Phantom IVs were built, mostly for heads of state and other dignitaries. 16 are currently housed in museums, making the IV the most exclusive factory Rolls Royce ever made.



1959 PHANTOM V

Standard bodies built by HJ Mulliner, Park Ward and James Young meant there were less variations of the Phantom than before.



1968 PHANTOM VI

The VI was basically a larger V with coachwork by Mulliner Park Ward and is the last RR model with a separate chassis.



2003 PHANTOM VII

The first revamped RR model for nearly a decade, the Phantom redefined luxury motoring for the 2000s.



2018 PHANTOM VIII

The latest Phantom is focusing on establishing a solid base on which its younger siblings can bank on. Adaptive chassis, aluminium spaceframe construction and new age powertrain means the Phantom is still at the forefront of automotive technology.

Since the target market for the Phantom has changed, the new model reflects that evolution on the kind of materials and the textures they use for the interior.

## COLLECTIBLES



Everybody knows the name Rolls Royce. The brand oozes absolute class like no other. And no other model is more famous than the Phantom.

Let's start with the Mark V and Mark VI made from 1959 to 1991. That is a very long run for a car that looked nearly identical. Kyosho and Paragon made the most exquisite 1:18 models that are off the market now. Expect to shell out at least \$250 on eBay. There is also the iconic John Lennon car with perfectly replicated 60's flower power paint job.

The craziest model of all would be the new Kyosho 1:12 Phantom Drophead coupe at an eye watering \$900 dollars on their site. The cheapest entry into this scale model collection would be via the Matchbox Silver Cloud which looks pretty much the same as they are almost the same car. Ratty looking ones cost about \$5 with opening doors. These were made during the Lesney owned era and are out of production.

You can also head to the DCCCB buy and sell group where a few were sold for around 15K taka.

## AUTO NEWS

## 2018 Polestar 1



Spurred on by the tremendous response to the rest of their lineup, Volvo has decided to step out further into the lime-light by officially launching their performance sub-brand, Polestar.

Previously tasked with engineering hot versions of basic Volvos and overseeing their official works team, Polestar will now start engineering and manufacturing

their own high-end sports cars and performance versions of Volvo models. Their first attempt is a sleek two door coupe based on the S90 sedan and aptly named the Polestar 1.

Under the Polestar's composite body is the Ohlins Continuously Controlled Electronic Suspension, which is the first of its kind and can alter suspension set-

tings in just 2 milliseconds, and hybrid-electric drivetrain that delivers an insane 600 HP and 740 lb-ft torque in Power mode. Polestar is also claiming it to have the longest pure electric range of any hybrid vehicle in the world.

Torque vectoring, a 48-52 front-rear weight distribution, big brakes and low weight make the Polestar 1 a properly



sporty hybrid. Volvo may not be garnering the cult following that Tesla is getting at the moment, but they seem to be right on track with their approach when it comes to solid engineering backing up their commitment towards greener cars. Teslas may be fast in a straight line, but when the corner comes, the Polestar 1 will leave it in the dust.