



The best car in the world

A series of advertisements which appeared
on consecutive days in The Times and Financial Times of London
in October 1973



The best car in Germany.

Last year we sold twenty-two Rolls-Royces to discriminating Germans.

This year rather more than twice that number are exercising their good taste: fifty-two Germans will become owners of the

best car in the world.

Continuing thus, every man, woman and child in Germany should own a Rolls-Royce by about October 1990.

Whilst this theoretical possibility is



The Rolls-Royce Silver Shadow. The Olympic Stadium, Munich. Photographer: Lester Bookbinder

unlikely, it is true that, in a nation where sheer mechanical efficiency in a car is rated higher than perhaps anywhere else in the world, the Rolls-Royce is regarded as some kind of ultimate.



Makers of the best car in the world.



The best car in the U.S.A.

If you ever decide to visit the Rolls-Royce factory, don't be surprised if you bump into a Texan oil man. Or a Boston banker. Or a tobacco-grower from Virginia.

Because for many wealthy Americans, the Rolls-Royce factory is as much a shrine as Anne Hathaway's cottage.

It's understandable.

America first fell in love with the

Rolls-Royce as long ago as 1909, when Charles Rolls took his 'Light Twenty' across the Atlantic to win the historic Yonkers 5 mile race.

Since then, more Rolls-Royce cars have been exported to America than to any other country. And, odd though it sounds, Henry Ford was largely responsible.

By pioneering mass-production, he put



The Rolls-Royce Silver Shadow long wheelbase saloon, Fifth Avenue and The Washington Memorial, New York. Photographer: Art Kane

the automobile within reach of millions of Americans. He also inadvertently made the Rolls-Royce even more desirable to those few Americans who could afford exclusivity, elegance and superb engineering.

Indeed, when Rolls-Royce established a factory at Springfield, Mass. (1919-1931) many Americans were suspicious, and insisted on buying their Rolls-Royces in Britain.

They wanted to be absolutely sure they were getting the genuine article. The best car in the world.



Makers of the best car in the world.



The best car in Italy.

Italy, of all countries, has the right to be critical of foreign motors. She builds so many excellent cars herself.

So selling a Rolls-Royce to an Italian is a particularly satisfying experience. Last year,

fifty Italians became Rolls-Royce owners.

Now, as he glides effortlessly down the Autostrada del Sole at 200 kilometres an hour, each one of these privileged Italians is fulfilling some important aspects of his nature.



The Rolls-Royce Corniche convertible. Amalfi, Italy. Photographer: Mario Emili

His love of beautiful things.
His appreciation of engineering technique.
His passion for driving. And his pride.
After all, he is driving la macchina
migliore del mondo.



Makers of the best car in the world.



The best car in Japan.

It is a pleasure when, after a hundred days of twisting my words without success, suddenly a poem turns out nicely. Tachibana Akemi (1812-1868)

In 20 years the Japanese have become the second greatest industrial force in the world.

Last year they produced over four million

cars. That's one every 3½ seconds.

They also imported 23 Rolls-Royces. Each of these took around three and a half months to build. Three and a half months of painstaking engineering, coachbuilding, upholstery, painting, testing and re-testing.



The Rolls-Royce Silver Shadow. The Ginza, Tokyo. Photographer: Hiroshi Yoda

It is a pleasure, then, to note that some Japanese have not lost their appreciation of an art for which they were once famous. The art of taking one's time.

An art you need to build the best car in the world.



Makers of the best car in the world.

The people who make the best car in the world.

Making the best car in the world is easy.
All you need are the best car-makers in the world.

Here are four hundred, representing the 4700 men and women who work for Rolls-Royce Motors in Crewe. They include people like:

Les Hill: The Rolls-Royce starts life as a gleaming steel and aluminium shell. Les and his team pore over it, searching for the tiniest flaws of surface or dimension. Les has eyes like a hawk. But the process—called 'sweetening'—still takes up to eight hours.

Joe Hoole: Joe is one of the 44 men who spend around nine hours building the Rolls-Royce power unit. They assemble over six litres of V8 engine with the precision of Swiss watchmakers.

Taffy Williams: Taffy is a diagnostician. He takes a stethoscope (literally) to every Rolls-Royce engine as it runs on natural gas on a silent bed. If he hears anything to displease him he sends the engine on to Geoff Palin and Wilfred Ollier in the hospital bay, who 'cure' it. Then Mr. Williams checks it again. He's a difficult man to please.

Maurice Bagnall & Doug Prince: Maurice and Doug spend 1½ days sculpting the radiator shell. They've been doing it for so long now they don't need measuring instruments.

Sam Beresford: Sam paints nuts. There are 64 important securing nuts underneath every Rolls-Royce. When they've carefully tightened them by hand, Sam and his fellow fitters paint them yellow. Any subsequent unauthorised adjustment can be detected at once.

Bob Wright: An auto-electrician, Bob checks the multitude of circuits built into the Rolls-Royce. He covers everything: from the air conditioning system (which has 11 electric motors to power its various blowers, valves and flaps) to the retractable aerial; from the gear selection system (the only one of its kind in the world) to the circuit controlling the flap over the filler cap.

Albert Astbury: Mr. Astbury works in the veneer shop, alongside Mr. Glynn, Mr. Jones, Mr. Gibson, Mr. Berry and a giant vacuum press called Schubert. They make sure the walnut veneer in every Rolls-Royce is matched knot for knot, grain for grain, to achieve a perfect symmetry.

Pete Fielding & George Bennett: These two have already spent more time painting upside-down than Michelangelo ever did. They don't work in oils, but with a thixotropic black paint—the last of many layers of corrosion protection applied to the bottom of every Rolls-Royce.

John Giblin: John assembles hydraulic tappets—the hard way, while they're immersed in a tank of paraffin. It's the only foolproof way to keep them dust-free.

Pat Long & Betty Walters: Around five yards of fine Wilton carpet go into a Rolls-Royce. Pat and Betty work side-by-side trimming the carpet with leather. Think of them next time you step noiselessly into a Rolls-Royce.

Brian Foster: There aren't many jobs like Brian's available anywhere else in the car industry. He's one of the Rolls-Royce Motors leatherworkers, who upholster the interior of the Silver Shadow with up to eight hides of finest English leather.



Vic Cooke & Frank Fitton: Vic and Frank are part of a team of highly-skilled bodywork polishers. Two of the best pairs of elbows in the business.

Joan Bottoms: Joan and her friends give every Rolls-Royce Silver Shadow its last meticulous cleaning. They felt flattered recently when a French magazine article referred to their job as 'the loving touch'. Watch them at work and you'll see just how apt that description is.

Geoff Hulse & John Bolderstone: Two of the world's most experienced Rolls-Royce drivers. Along with their colleagues, they test drive every Rolls-Royce made at Crewe. Their job isn't easy.

They're paid to find fault with the best car in the world.

These, then, are some of the men and women who produce the Rolls-Royce. (Of course, not all the best car-makers in the world work at Crewe. Another 1300 of them work in London—building Mulliner Park Ward coachwork for the Rolls-Royce Corniche and Phantom VI.)

Sadly, lack of space prevents us from mentioning the rest by name.

Except one.
The gentleman at the bottom left-hand corner of this picture is David Plastow—Managing Director of the best car-makers in the world.

The people who sell the best car in the world.





Car Division