

Rolls-Royce Motor Cars
Dawn



THE BEGINNING OF A NEW DAWN

Night lifts to reveal a bold new silhouette; a Rolls-Royce like no other, steeped in prestigious heritage. Inspired by the iconic Silver Dawn of the 1950s, it provides the perfect blend of sophistication and true freedom. Infused with a youthful spirit and vivacious energy, this inspiring motor car harnesses an exacting balance of power and possibility that heralds a brand new beginning.

The strikingly elegant design of Dawn can transform to perfectly complement its environment. A single touch reveals expansive vistas and a world of infinite opportunities. Awaken your senses. Seize every valuable moment shared with friends. Dawn lives in the moment. The moment is now.









FREEDOM WITH FINESSE

Alluring and assertive in equal measure, Dawn's captivating charisma is felt from the very first encounter. The exterior exudes understated class, with a flawless, hand-polished finish giving it a marble-smooth sheen. Sleek, yet edgy contours add to Dawn's bold look, complete with a tapered 'wake channel' on the bonnet, reminiscent of a jet's vapour trail.

Beneath the hood lies a 6.6 litre V12 twin-turbo engine, offering seemingly infinite reserves of power and exhilarating torque. With such a purposeful presence, Dawn dares you to discover the unexpected with the promise of a truly effortless drive.



EFFORTLESS

EXHILARATION

Strong, yet seductive. Striking, yet sensuous. Whether the roof is up, down or in motion, Dawn perfectly captures the timeless Rolls-Royce design principles. This is a motor car that is destined to become an icon.

The imposing front grille, sweeping shoulder line and slender roof evoke a vision of dynamism. While sleek side windows create a private, intimate atmosphere – hinting at the welcoming sanctuary within. On the open road or the driveway, Dawn simmers with power and purpose.





OPEN UP

TO NEW POSSIBILITIES

Experience the exhilaration of the open road. With one touch, Dawn's roof folds silently away – leaving you open to the elements for the most exhilarating drive. As the hood glides back, it reveals a striking deck, finished with handcrafted wood veneer that waterfalls forward to meet the driver. This adds to the energised, seductive feel while fusing effortlessly with Dawn's contemporary interior.

Dawn is an experience to be shared. A true four-seater; the indulgent cabin sets the scene for unforgettable adventures with friends. Even with the roof stowed away, the boot offers ample space for all that's needed for unexpected parties and last-minute escapes. This is a car perfectly designed for spontaneous moments.





SEDUCTIVE

SOPHISTICATION

With Dawn, the journey becomes a destination in itself. Open the door to unveil an inviting cabin. Sumptuous banks of Natural Grain leather form a soft, continuous line with the outside, enveloping four individual seats to create an elegant, inspiring haven. Savour the tranquillity of Dawn's interior; where pure comfort is paired with a sense of true freedom.

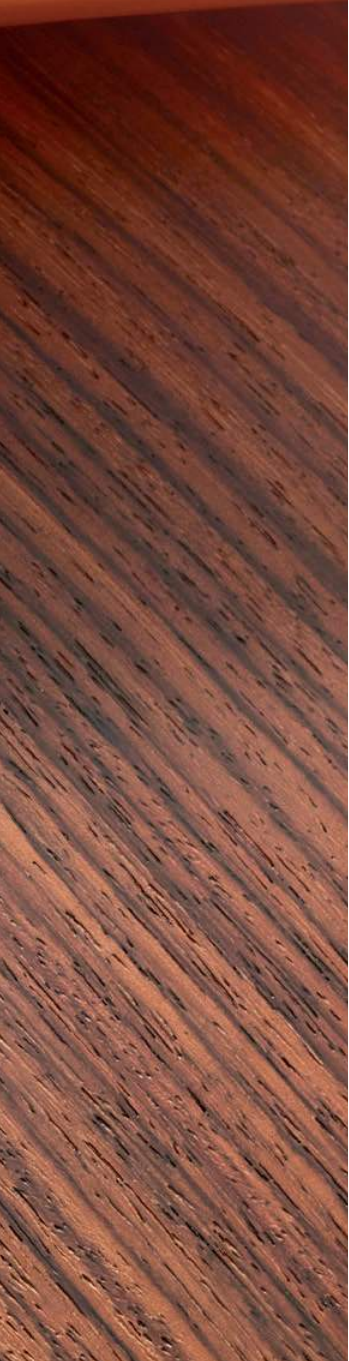
Experience the sensory pleasure of the finest, bespoke craftsmanship. Hand-cut wood veneer infuses the interior with energy – add natural variation with your choice of contemporary open grain Canadel Panelling or classic burr finishes. Opt for contrast stitching and Rolls-Royce monograms on the headrests, or truly make Dawn your own, with personalised piping and hand-stitched embroidery.

Dawn also offers a full-length central console featuring individual climate controls and personal storage space. So utmost comfort is assured from your journey's beginning to end.











UNPARALLELED CONTROL

Let nothing stand in the way of an exhilarating drive. Dawn is equipped with advanced driver assistance features, which ensures a smooth, safe ride from day to night.

Active Cruise Control uses a radar sensor to scan the road ahead for vehicles, adjusting the cruising speed accordingly. In lower light, Adaptive Headlights adapt to the ever-changing road conditions, while a grille-mounted infrared night vision camera detects potential hazards up to 300 metres ahead.

Throughout your journey, the intuitive Head Up Display provides key information such as current speed, directions, speed limits and lane departure warnings at a glance. These intelligent technologies give you the time and freedom to explore the road ahead.

You have unprecedented control inside the car too. The Spirit of Ecstasy controller lets you manage everything from your journey planner to your address book, with just a swipe of your finger.









AWAKEN

YOUR SENSES

Always poised and ready to go, Dawn awaits your next adventure. With the unmatched convenience of our Comfort Entry System, Dawn senses the key in your pocket – unlocking at the touch of the handle. You can even store preferences such as steering wheel position on your key, so you're ready to set off the moment you open the door.

As you glide along, revel in the unrivalled quality of Dawn's Bespoke Audio System – expertly tuned to offer a pure, rich sound. With eighteen speakers that automatically adjust to overcome exterior noise, this superior Hi-Fi provides a soundtrack for memorable journeys.



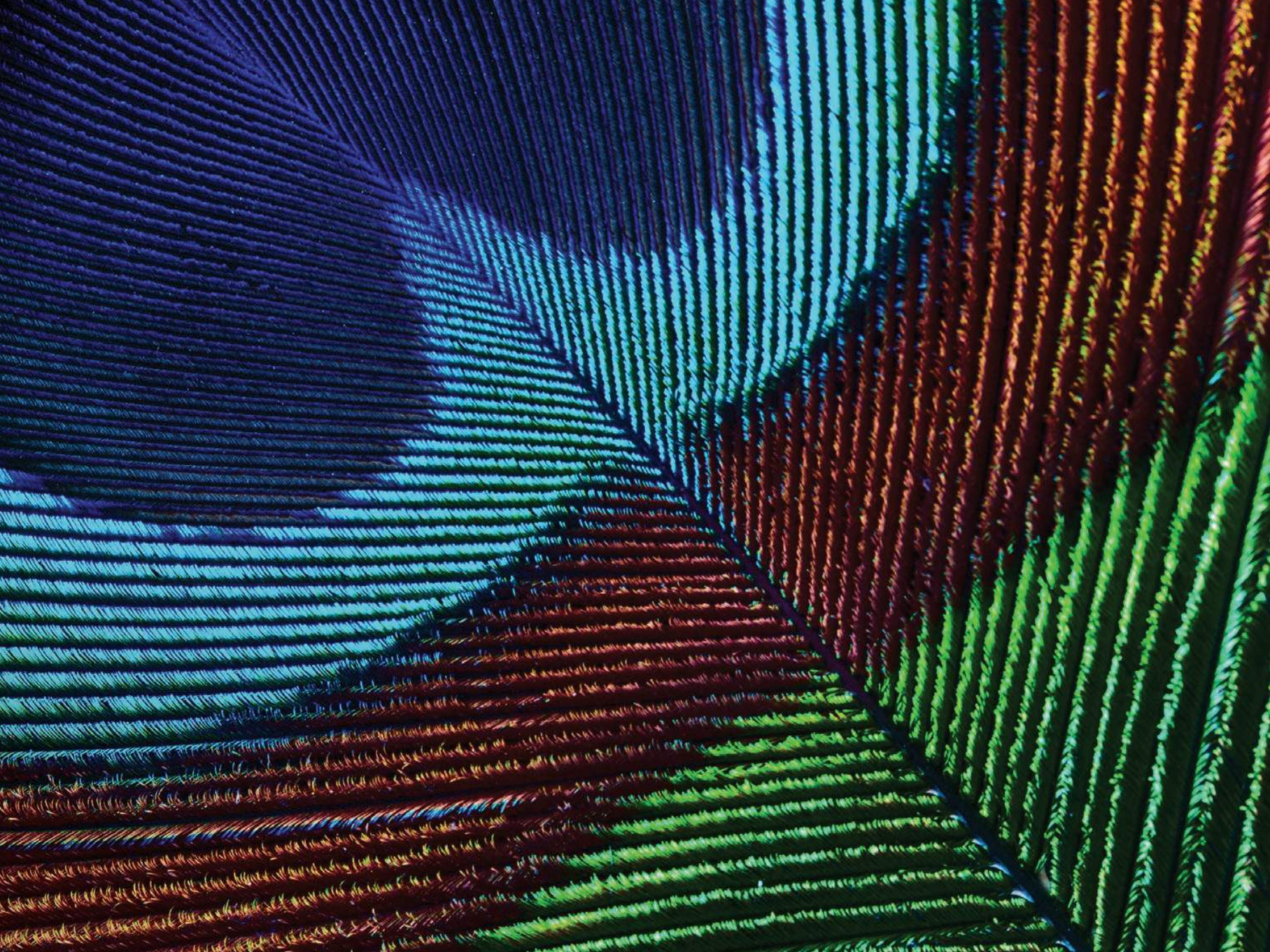




INSPIRATION

IS EVERYWHERE

Your Rolls-Royce is the ultimate expression of you. Whatever inspires you – an iconic era, a favourite city, the beauty of nature – our Bespoke team can bring it to life in your car, to reflect your tastes exactly. The only limit is your imagination.





DAWN

Hand Built in Goodwood, England

A close-up photograph of a car's interior trim, showing several parallel strips of material in different colors: a light beige, a dark brown, a medium brown, and a deep blue. The strips are arranged diagonally, creating a sense of depth and texture. The lighting is soft, highlighting the smooth surfaces and the edges of the trim.

CREATE YOUR MASTERPIECE

With our exclusive Bespoke programme, Dawn becomes a unique expression of your individuality. Make design suggestions to your dealer, or work directly with our Bespoke Team. As expert engineers and craftspeople, they can achieve bold statements and subtle touches – down to the last exquisite detail.

Seize your chance to redefine what is possible. From a dazzling range of exterior hues to sophisticated interiors, the opportunities for personalisation are endless. Choose hand-embroidered headrests, customised treadplates or inlays on the passenger panel. For a final flourish, make your mark with a painstakingly crafted coachline, complete with your own hand-painted monogram.

IGNITE

YOUR IMAGINATION



Bring the beauty of the outside world into your Rolls-Royce. The riches of nature have inspired many of our most celebrated Bespoke motor cars – such as the Tiger Wraith, which perfectly captures the power and raw energy of this beautiful animal. With its sleek, streamlined design and hand-stitched tiger motifs, this graceful model echoes the power and prowess of India's national animal.



Technical Specification



1947 mm / 76.7 in



5295 mm / 208.5 in

3112 mm / 122.5 in

Dimensions

Vehicle length	5295 mm / 208.5 in
Vehicle width	1947 mm / 76.7 in
Vehicle height (unladen)	1502 mm / 59.1 in
Wheelbase	3112 mm / 122.5 in
Track, rear	1665 mm / 65.0 in
Track, rear (USA)	1666 mm / 65.5 in

Weight

Unladen weight (DIN)	2560 kg / 5203 lb
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Engine

Engine / cylinders / valves	V / 12 / 48
Fuel management	Direct injection
Maximum torque @ engine speed	820 Nm / 605 lb ft @ 1600-4750 rpm
Power output @ engine speed	563 bhp / 420 kW / 571 PS (DIN) @ 5250-6000 rpm

Performance*

Top speed	155 mph / 250 km/h (governed)
Acceleration 0-60 mph	4.8 sec
Acceleration 0-100 km/h	5.0 sec

Fuel Consumption†

Urban	22.1 ltr/100 km / 12.8 mpg (Imp.)
Extra urban	10.0 ltr/100 km / 28.2 mpg (Imp.)
Combined consumption	14.4 ltr/100 km / 19.6 mpg (Imp.)
CO ₂ emissions (combined)	330 g/km

Fuel consumption (USA)†

City (USA)	12.0 mpg
Highway (USA)	19.0 mpg

Fuel consumption (Canada)††

City (Canada)	12.0 mpg
Highway (Canada)	19.0 mpg
Combined (Canada)	14.0 mpg
CO ₂ emissions (Canada)	627 g/mi

* Manufacturer's test results. Actual acceleration results may vary depending on specifications of the vehicle, road and environmental conditions, testing procedures and driving styles. These results should be used for comparison only and verification should not be attempted on public roads.

† EPA (Preliminary) – Use estimated mpg for comparison with other cars. Your mileage may vary with options, driving conditions, driving habits, the car's condition, speed and trip length. Actual highway mileage will probably be less.

†† The fuel efficiency data was determined using approved Transport Canada Test Methods.

All illustrations and specifications are based upon current MY17 information available as at July 2016. Colours may vary.

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