



Rolls-Royce Motor Cars

# Aftersales Marketing Materials

Rolls-Royce Aftersales  
December 2014

Version 4

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# Aftersales Marketing Materials

## Introduction

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With a continually increasing Aftersales marketing literature portfolio, this guide contains all the information you need to view or to order the brochures available.

Information included for each brochure, where appropriate, is:

- Part number/s
- Dimensions
- Minimum order quantity
- Unit price in all currencies
- General details
- Link to page turner
- Link to accompanying email template

This document is an interactive PDF, so please select a brochure in the contents page on the next slide. You can return to the contents page at any point by selecting “HOME” in the top right hand corner

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## **Customer Experience**

[Enhanced Ownership Guides – MY14 and Onwards](#)

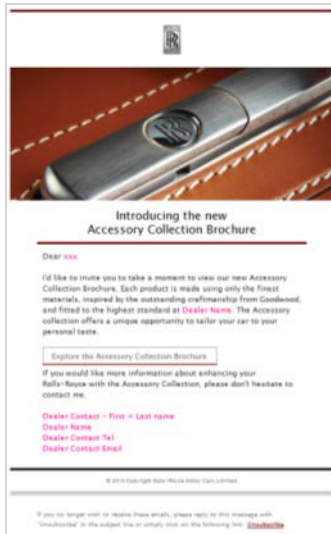
[Enhanced Ownership Guides – MY15 and Onwards](#)

[Contacts](#)

# Aftersales Marketing Materials Accessories and Retrofits

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## Accessory Collection Brochures



**Part Number:** Various – 1 = box of 10

**Dimensions:** 215mm (H) x 275mm (W)

**Minimum Order Quantity:** 1

	GBP	EUR	USD	USD RoW	CAD	JPY
Unit Price	26.39	31.55	49.92	46.38	48.92	5,433

**Details:**

The 76 page brochure is the ideal marketing tool to introduce customers to the refined quality and excellence of our products.

To compliment this comprehensive piece of literature, a Technical Guide has also been developed to support with fitting times, ETK locations and more and an email template is available to support the convenient distribution of this brochure.

Further product information can be viewed in the [Technical Guide](#). To download an email template, please select a link below.

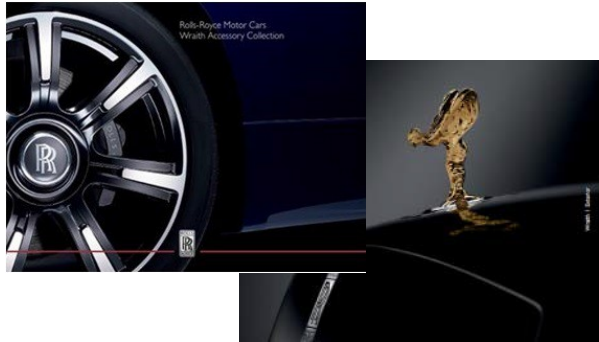
Language	Part Number	Page Turner	Email Template
English	01 41 2 355 378	<a href="#">Click here</a>	<a href="#">Click here</a>
German	01 41 2 286 937	<a href="#">Click here</a>	<a href="#">Click here</a>
Simplified Chinese	01 41 2 286 936	<a href="#">Click here</a>	<a href="#">Click here</a>
Russian	01 41 2 286 939	<a href="#">Click here</a>	<a href="#">Click here</a>
Arabic	01 41 2 286 938	<a href="#">Click here</a>	<a href="#">Click here</a>
Japanese	01 41 2 286 935	<a href="#">Click here</a>	<a href="#">Click here</a>

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### Wraith Accessory Collection Brochure



#### Introducing the Wraith Accessory Collection

Dear xxx

Wraith is a car for the curious, the confident and the bold, so naturally you want to add your own individual touch.

The new Accessory Collection offers a unique opportunity to personalise, protect and maintain your Wraith. Each piece is designed with meticulous attention to detail and showcases the extraordinary skills of our craftspeople.

[Explore the Wraith Accessory Collection](#)

If you would like more information about enhancing your Rolls-Royce Wraith, please contact me using the details below.

Dealer Contact - First - Last name  
Dealer Name  
Dealer Contact Tel  
Dealer Contact Email

**Part Number:** N/A – available as an electronic page turner

#### Details:

The 13 page electronic brochure is the ideal marketing tool to introduce customers to the refined quality and excellence of the accessories and retrofits which are available for Wraith.

To compliment this comprehensive piece of literature, an email template is available to support its convenient distribution.

The [Technical Guide](#) may also be used to support with a selection of products.

Language	Page Turner	Email Template
English	<a href="#">Click here</a>	<a href="#">Click here</a>
German	<a href="#">Click here</a>	<a href="#">Click here</a>
Simplified Chinese	<a href="#">Click here</a>	<a href="#">Click here</a>
Japanese	<a href="#">Click here</a>	<a href="#">Click here</a>
Arabic	<a href="#">Click here</a>	<a href="#">Click here</a>
Russian	<a href="#">Click here</a>	<a href="#">Click here</a>

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### Accessory Collection USB



**Part Number:** 01 81 2 287 941 – 1 = box of 10

**Dimensions:** 52mm (H) x 33mm (W)x 12mm(D)

**Minimum Order Quantity:** 1

	GBP	EUR	USD	USD RoW	CAD	JPY
Unit Price	17.61	21.04	33.29	30.93	32.61	3,630

#### Details:

Designed to promote the Accessory Collection, each USB has been pre-loaded with all 12 Accessory Collection brochure translations as electronic PDFs.

The USBs are presented in their own gift box, which features a foil RR monogram and the inscription 'Explore the Accessory Collection'.

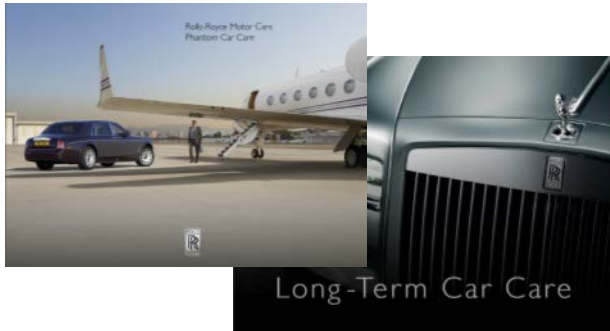
Used as an effective promotional tool, USBs can be given or sent to your customers after a showroom or service related visit, allowing the customer a chance to explore the Accessory collection at their leisure.

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### Phantom Car Care



**Part Number:** N/A – available as an electronic page turner

#### Details:

This compact, 14 page electronic brochure takes a selection of products from The Accessory Collection brochure and displays them in an easy to distribute piece of literature.

Designed to promote the key Car Care & Protection items, products include indoor and outdoor car covers, floor mats and car care kits.

This brochure is available in English and is supported with a specially designed email template to make the distribution of this brochure as convenience as possible.

All of the products within this brochure are also included in the Accessory Collection brochure and the [Technical Guide](#).

Language	Page Turner	Email Template
English	<a href="#">Click here</a>	<a href="#">Click here</a>
German	<a href="#">Click here</a>	<a href="#">Click here</a>
Simplified Chinese	<a href="#">Click here</a>	<a href="#">Click here</a>
Japanese	<a href="#">Click here</a>	<a href="#">Click here</a>

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### Ghost Car Care



**Part Number:** N/A – available as an electronic page turner.

#### Details:

This compact, 12 page electronic brochure takes a selection of products from The Accessory Collection brochure and displays them in an easy to distribute piece of literature.

Designed to promote the key Car Care & Protection items, products include indoor and outdoor car covers, floor mats and car care kits.

This brochure is available in English and is supported with a specially designed email template to make the distribution of this brochure as convenience as possible.

All of the products within this brochure are also included in the Accessory Collection brochure and the [Technical Guide](#).

Language	Page Turner	Email Template
English	<a href="#">Click here</a>	<a href="#">Click here</a>
German	<a href="#">Click here</a>	<a href="#">Click here</a>
Simplified Chinese	<a href="#">Click here</a>	<a href="#">Click here</a>
Japanese	<a href="#">Click here</a>	<a href="#">Click here</a>



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### Phantom Winter Car Care



**Part Number:** N/A - available as an electronic page tumer.

#### Details:

This compact, 11 page electronic brochure takes a selection of products from The Accessory Collection brochure and displays them in an easy to distribute piece of literature.

Designed to promote the key Winter Car Care items, products include winter tyres, indoor and outdoor car covers and car care kits.

This brochure is available in the following languages and is supported with a specially designed email template to make the distribution of this brochure as convenience as possible.

All of the products within this brochure are also included in the Accessory Collection brochure and the [Technical Guide](#).

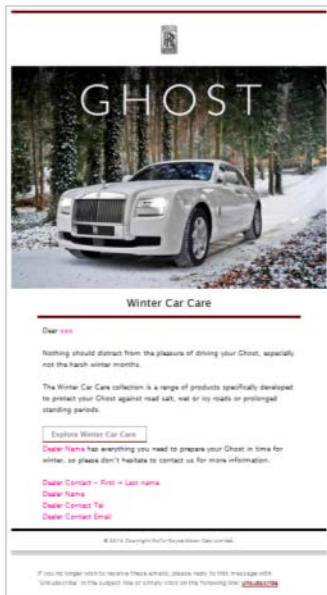
Language	Page Tumer	Email Template
English	<a href="#">Click here</a>	<a href="#">Click here</a>
German	<a href="#">Click here</a>	<a href="#">Click here</a>
Simplified Chinese	<a href="#">Click here</a>	<a href="#">Click here</a>
Russian	<a href="#">Click here</a>	<a href="#">Click here</a>

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### Ghost Winter Car Care



**Part Number:** N/A - available as an electronic page turner.

#### Details:

This compact, 11 page electronic brochure takes a selection of products from The Accessory Collection brochure and displays them in an easy to distribute piece of literature.

Designed to promote the key Winter Car Care items, products include winter tyres, indoor and outdoor car covers and car care kits.

This brochure is available in the following languages and is supported with a specially designed email template to make the distribution of this brochure as convenience as possible.

All of the products within this brochure are also included in the Accessory Collection brochure and the [Technical Guide](#).

Language	Page Turner	Email Template
English	<a href="#">Click here</a>	<a href="#">Click here</a>
German	<a href="#">Click here</a>	<a href="#">Click here</a>
Simplified Chinese	<a href="#">Click here</a>	<a href="#">Click here</a>
Russian	<a href="#">Click here</a>	<a href="#">Click here</a>

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### Wraith Winter Car Care



Empower Wraith this winter

Dear XXXXXXXXXXXX

Designed to be driven, our Wraith Winter Car Care Collection ensures no compromise during the winter months.

Developed to increase Wraith's performance on the road or protect its pristine condition at home, the collection encompasses an array of products from performance-driven winter tyres and snow chains, to breathable outdoor car covers and professional grade car care products.

[Explore Winter Car Care](#)

Dealer Name has everything you need to prepare your Wraith in time for winter, so please contact us to find out more.

Yours sincerely

Dealer Contact - First - Last name  
Dealer Name  
Dealer Contact Tel  
Dealer Contact Email

**Part Number:** N/A - available as an electronic page turner.

#### Details:

This compact, 12 page electronic brochure takes a selection of products from the Wraith Accessory Collection brochure and displays them in an easy to distribute piece of literature.

Designed to promote the key Winter Car Care items, products include winter tyres, indoor and outdoor car covers and car care kits.

This brochure is available in the following languages and is supported with a specially designed email template to make the distribution of this brochure as convenience as possible.

All of the products within this brochure are also included in the Accessory Collection brochure and the [Technical Guide](#).

Language

Page Turner

Email Template

English

[Click here](#)

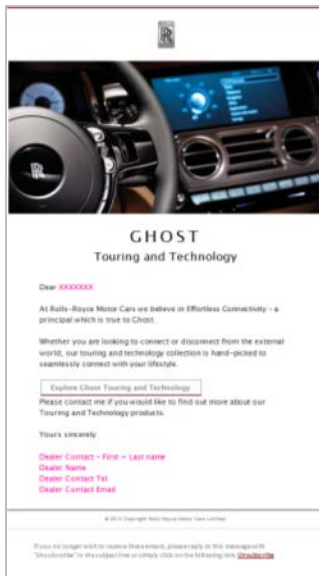
[Click here](#)

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### Ghost Touring and Technology



**Part Number:** N/A - available as an electronic page tumer.

**Details:**

The Ghost Touring & Technology electronic brochure is a 6 page document showcasing the products available to seamlessly connect with your customer’s lifestyle and enhance their ownership experience.

Due to restrictions on the use of the Wireless hotspot within certain countries, there are two email templates and electronic page tumers available; one featuring the wireless hotspot and one without.

All of the products within this brochure are also included in the Accessory Collection brochure, with the exception of the Digital Wireless Headphones, and the [Technical Guide](#).

Description	Page Tumer	Email Template
English Including Wireless Hotspot	<a href="#">Click here</a>	<a href="#">Click here</a>
English Excluding Wireless Hotspot	<a href="#">Click here</a>	<a href="#">Click here</a>
German Including Wireless Hotspot	<a href="#">Click here</a>	<a href="#">Click here</a>
German Excluding Wireless Hotspot	<a href="#">Click here</a>	<a href="#">Click here</a>
Simplified Chinese Including Wireless Hotspot	<a href="#">Click here</a>	<a href="#">Click here</a>
Japanese Excluding Wireless Hotspot	<a href="#">Click here</a>	<a href="#">Click here</a>
Arabic Including Wireless Hotspot	<a href="#">Click here</a>	<a href="#">Click here</a>
Arabic Excluding Wireless Hotspot	<a href="#">Click here</a>	<a href="#">Click here</a>
Russian Including Wireless Hotspot	<a href="#">Click here</a>	<a href="#">Click here</a>

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## Phantom Tailored Indoor Car Cover Brochure



**Part Number:** 01 41 2 320 771

**Dimensions:** 215mm (H) x 270mm (W)

**Minimum Order Quantity:** 10

	GBP	EUR	USD	USD RoW	CAD	JPY
Unit Price	0.43	0.52	0.83	0.77	0.81	93

**Details:**

A 6 page, fold out flyer to promote the high quality, great variety and personalisation capabilities of the Tailored Interior Car Cover for Phantom.

The brochure is accompanied by an envelope for direct mailing.

## Ghost Tailored Indoor Car Cover Brochure



**Part Number:** 01 41 2 299 546

**Dimensions:** 215mm (H) x 270mm (W)

**Minimum Order Quantity:** 10

	GBP	EUR	USD	USD RoW	CAD	JPY
Unit Price	0.43	0.52	0.83	0.77	0.81	93

**Details:**

A 6 page, fold out flyer to promote the high quality, great variety and personalisation capabilities of the Tailored Interior Car Cover for Ghost.

The brochure is accompanied by an envelope for direct mailing.

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### Tailored Indoor Car Cover Colour Sample Book



**Part Number:** 82 15 2 293 798

**Dimensions:** 320mm (H) x 225mm (W)

**Minimum Order Quantity:** 1

	GBP	EUR	USD	USD RoW	CAD	JPY
Unit Price	41.76	49.92	78.98	73.39	77.37	8,390

**Details:**

A high quality, branded sample book to promote the quality of the material used for the Tailored Interior Car Covers and the assortment of colours which they are available in.

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## Customer Experience

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### Enhanced Ownership Guide – MY14 and Onwards



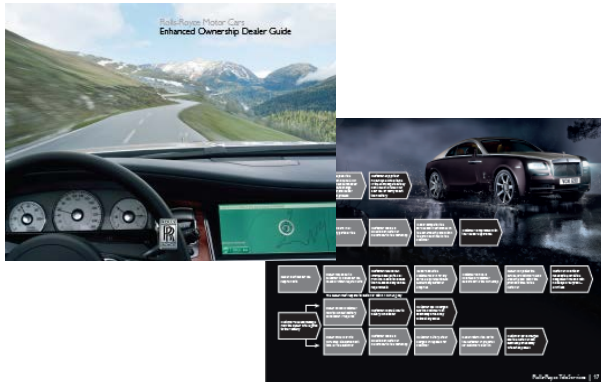
**Part Number:** Various – 1 = box of 10

**Details:**

A customer facing guide featuring information regarding Rolls-Royce TeleServices and Rolls-Royce Assist. Applicable to customers who have a MY14 Ghost or Wraith or onwards built for UK, Italy, Germany, France, Netherlands, Austria, Kuwait or Dubai.

Language	Part Number	Page Turner
English	01 41 2 289 234	<a href="#">Click here</a>
German	01 41 2 289 236	<a href="#">Click here</a>
Arabic	01 41 2 289 235	<a href="#">Click here</a>

### Enhanced Ownership Dealer Guide – MY14 and Onwards



**Part Number:** N/A - available as an electronic page turner.

**Details:**

Available as an electronic page turner – please select on of the below to view:

- [English](#)
- [German](#)

A Dealer facing guide featuring information regarding Rolls-Royce TeleServices and Rolls-Royce Assist. Applicable to customers who have a MY14 Ghost or Wraith built for UK, Italy, Germany, France, Netherlands, Austria, Kuwait or Dubai.

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### Enhanced Ownership Guide – MY15 and Onwards



**Part Number:** Various – 1 = box of 10

**Details:**

A customer facing guide featuring information regarding Rolls-Royce TeleServices and Rolls-Royce Assist. Applicable to customers who have a MY15 Ghost or Wraith or onwards built for Belgium, Poland, Singapore, Spain and Switzerland.

Language	Part Number	Page Turner
English	01 41 2 364 719	<a href="#">Click here</a>
German	N/A	<a href="#">Click here</a>

### Enhanced Ownership Dealer Guide – MY15 and Onwards



**Part Number:** N/A - available as an electronic page turner.

**Details:**

Available as an electronic page turner – please select one of the below to view:

- [English](#)
- [German](#)

A Dealer facing guide featuring information regarding Rolls-Royce TeleServices and Rolls-Royce Assist. Applicable to customers who have a MY15 Ghost or Wraith or onwards built for Belgium, Poland, Singapore, Spain and Switzerland.



# Aftersales Marketing Materials

## Contact Information

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For further information regarding Aftersales marketing materials please contact:

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