

# CLASSIC DRIVER

## [The Rolls-Royce Boat Tail is the most expensive new car in the world](#)

### Lead

With a price tag of £20 million, the new Rolls-Royce Boat Tail is not only the world's most exclusive picnic table on wheels, but also an ambassador for the brand's new business model based around ultra-high-end coach building and customization.



The term luxury has gone full circle. It originally meant hand-crafted, bespoke objects created for a wealthy client. Then, over time, it became synonymous with luxurious materials and desirable objects, often produced industrially in high numbers and sold at flagship boutiques. But as car enthusiasts strive for more and more individualism, the term once again is associated with bespoke coachwork. Rolls-Royce are no strangers to coachbuilding, but with today's reveal of the stunning 'Boat Tail' commission they have made it very clear of their intentions to re-establish coachbuilding as a permanent fixture in their portfolio.

Following on from the 2017 Sweptail, the Boat Tail is a contemporary expression of the iconic, streamlined body style so often seen on vintage motorcars. Rolls-Royce CEO Torsten Müller-Ötvös comments: "This is authentic luxury. This is contemporary patronage in its truest form. This is Rolls-Royce Coachbuild." We can't wait to see what's next.

### Gallery



























