

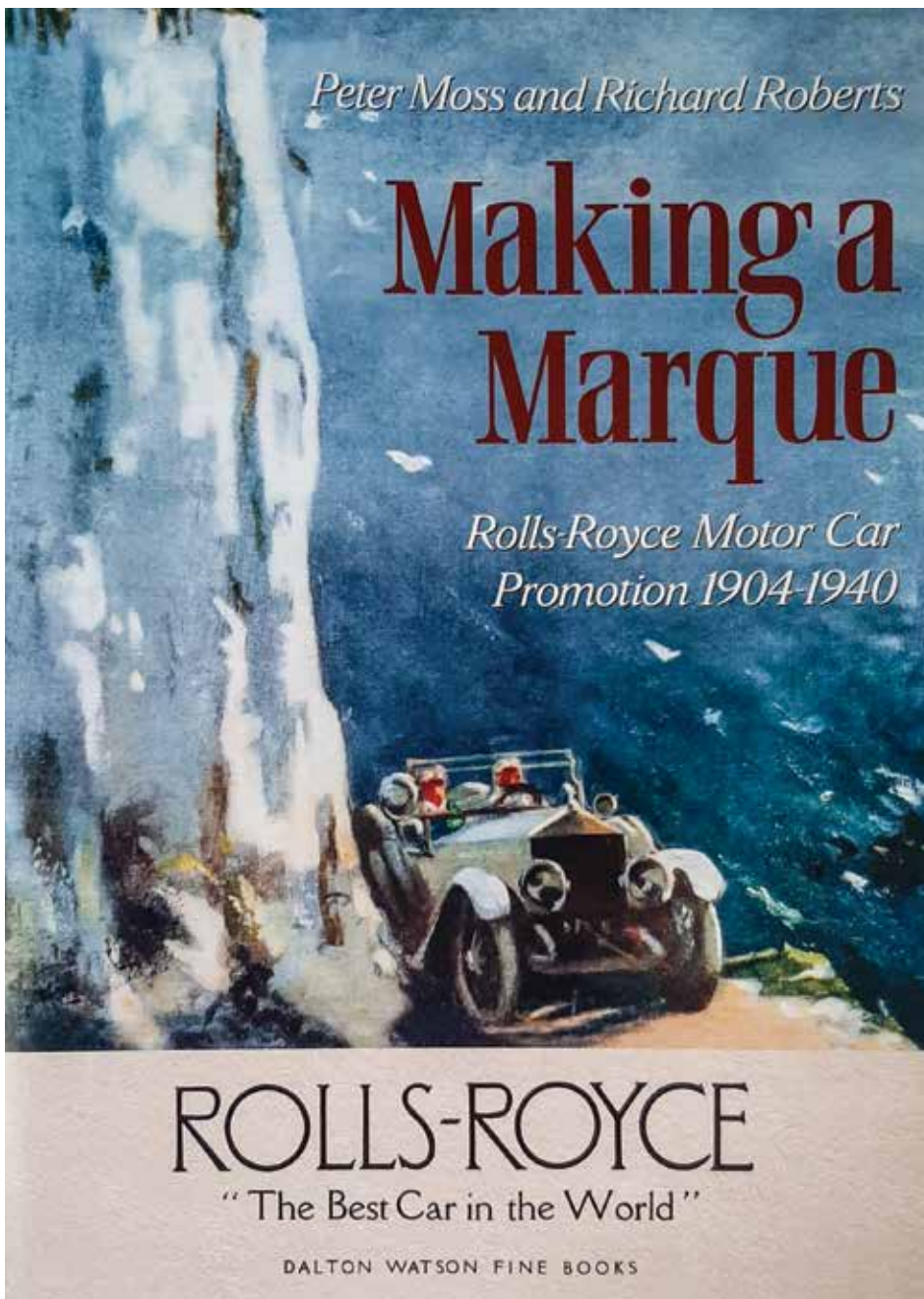
MAKING THE MARQUE: ROLLS-ROYCE MOTOR CAR PROMOTION, 1904-1940

By Peter Moss and Richard Roberts

Hardcover, 464 pages, 932 B&W and color images, 8.5" x 12", 2020

Publisher: Dalton Watson Fine Books

ISBN: 978-1854433107



While volumes have been written about Rolls-Royce—the men, the company, the cars—this effort employs a unique perspective in examining the marque’s history: that of the firm’s promotional activities. Published in 2020, “Making the Marque” chronicles the history of Rolls-Royce from a marketing perspective and how the brand lived up to its claim of “The Best Car in the World.”

The firm’s earliest advertisements appeared in Autocar in October 1904, predating automobile production and only hinting at the release of an “All British Car.” By December of that year, the Rolls-Royce name was revealed, along with the promise of “The Silent, Durable, Simple All-British Car.” Claude Johnson is credited with recognizing the importance of validating the firm’s claims of reliability and mechanical superiority and he capitalized on the 1906 Tourist Trophy victory to the firm’s advantage, a tactic employed for years to come. It was not until November of 1908 that the phrase “The Best Car in the World” appeared in Rolls-Royce advertising, citing a claim made by Lord Montagu four months earlier.

Subsequent chapters are devoted to each model produced prior to World War II, spanning Silver Ghost, Phantom I, II and III and the small horsepower 20HP, 20/25 and 25/30 & Wraith models, accompanied by coachbuilder illustrations and images. A separate chapter covers the Springfield venture and the importance of mentioning key U.S. suppliers in advertisements as a means of establishing a sense of quality Stateside.

The text is supplemented with extensive illustrations, a combination of print ads, brochures, motor show catalogs and official Rolls-Royce publications, the *Rolls-Royce Bulletin* and its U.S. counterpart, the *Rolls-Royce Quarterly*. These serve as an excellent resource for model specifications and pricing. The concurrent changes in advertising techniques accompanies the model progression, evolving from strictly text, to illustrations and the introduction of color and eventually, the use of photographs.

“Making a Marque” is a refreshingly different slant on the history of Rolls-Royce, and a worthwhile addition to the portfolio of Dalton Watson Fine Books. ●