

**YOU WANT A NEW, ROLLS-ROYCE, DO YOU ?
 READ THIS SURVEY, FIRST ...
AND SAVE YOURSELF MILLIONS !**

If one is desirous of purchasing a new, Rolls-Royce motor car, the Hongkong Special Administrative Region (HKSAR) of the People's Republic of China (PRC) is, it appears, clearly, not the best place in the world to source it.

Because, according to **TARGET**'s investigations, the HKSAR is among the most-expensive places in the world to buy a Rolls-Royce when all factors, associated with such a purchase, are considered.

The HKSAR may, in fact, be the most expensive place in the world to buy a Rolls-Royce, according to this medium's survey.

TARGET () surveyed four, motor-vehicle dealers, all of whom specialised in selling and maintaining Rolls-Royce motor cars.

The four dealers were located in Brisbane, Australia, London, England, Glasgow, Scotland, and the HKSAR.

All four motor-car dealers were requested to give **TARGET** the best price for a Rolls-Royce Wraith Model, 2015 manufacture.

The following are the prices for the basic motor car without all the bells and whistles:

<u>London, England</u>	<u>Glasgow, Scotland</u>	<u>Brisbane, Australia</u>	<u>HKSAR</u>
£190,940 ¹	£190,940 ¹	\$A526,545 ²	\$HK2.83 million
(\$HK2.19 million)	(\$HK2.19 million)		(\$HK3.12 million)

Foreign-exchange Translations

¹ £1.00	= \$HK11.454
² \$A1.00	= \$HK5.932

With regard to the quotations from London, England, and Glasgow, Scotland, it was stipulated that the Base Vehicle price for the motor car excluded the Value-Added Tax of 20 percent that is applicable to the motor car, purchased for use in the United Kingdom.

In respect of the Australian quotation, the price of the basic motor does not include Stamp Duty in the amount of \$A30,552 (\$HK181,234) and taxes of \$A212,418.93 (\$HK1.26 million) and The Wraith Package (more about this Option, later).

Therefore, in respect of the base price of a new, Rolls-Royce Wraith, if purchased in Australia, one would be paying the highest price of the four areas of the world, surveyed by **TARGET**.

The base price for the vehicle came in at \$A526,454 (about \$HK3,122,925) which is about \$HK300,000 more than one needs to pay in order to buy the same motor car in the HKSAR.

With regard to a new, Rolls-Royce Wraith, purchased from the HKSAR Authorised Dealer, the base price excludes a First Registration Tax of \$HK3,065,117.

The base price without First Registration Tax comes in at \$HK2,834,884. This is the highest price, compared with the quoted prices from United Kingdom's Rolls-Royce dealers.

The base price of a new, Rolls-Royce Wraith, along with the taxes that have to be paid, no matter from where the vehicle is sourced, is not the end of the costs, associated with driving this luxury vehicle out of the showroom, however.

There are multiple options – some very expensive ones, too – from which one may select to personalise one's new motor car.

The prices of the options are in addition to the cost of the basic motor car – and it is here that the Authorised Dealers of this vehicle are able to sock it to prospective purchasers.

There is, for instance, The Wraith Package, comprising:

1. The Rolls-Royce Bespoke Audio;
2. The Comfort Entry System;
3. The Rolls-Royce Monograms to all Headrests;
4. Fixed Glass Roof;
5. 21-Inch, Seven Spoke, Fully Polished Alloy Wheels;
6. Driver Assistance Systems 2; and,
7. Camera System.

The Wraith Package is not available in the HKSAR, **TARGET** was informed by a salesman at the Rolls-Royce Showroom in Wanchai.

He said that this option is only available in The United States of America – some of these salesmen are, quite clearly, compulsive liars.

Thus, if one wants to obtain The Wraith Package, the seven items, listed above, with two exceptions, have to be purchased, singly.

The aggregate cost of Numbers One, Two and Three is \$HK496,000, according to the Option Price List, but this is before the HKSAR Government taxman adds his '*pound of flesh*' – which is 115 percent on top of the Option Price List.

(The HKSAR base price does include a 360-degree, camera system and the Rolls-Royce Monograms to all headrests – Numbers Three and Seven.)

There are oodles of other options that one may purchase at Rolls-Royce Authorised Dealers, around the world, and the following table indicates how the cost of these options varies from the United Kingdom, to Australia, to the HKSAR:

	HKSAR	Australia		United Kingdom	
	Hongkong	Australian	Hongkong	Pound Sterling	Hongkong

	Dollars	Dollars	Dollars		Dollars
Paint					
Upper Two-Tone	226,000	16,800	99,658	5,600	64,142
New Bespoke Paint	354,000	26,300	156,012	8,880	101,712
Coachline (from Standard Palette)	36,000	2,700	16,016	900	10,309
Exterior Features					
Gold-Plated Spirit of Ecstasy	241,000	17,900	106,183	6,060	69,411
Uplit Spirit of Ecstasy	97,000	7,200	42,710	2,320	26,573
Illuminated Spirit of Ecstasy	189,000	14,000	83,048	4,740	54,292
Wheels					
Body Coloured Wheel Centres	25,000	1,900	11,271	620	7,101
Leather					
Accent Interior Scheme	33,000	2,400	14,237	700	8,018
Contrast Interior Scheme	51,000	3,800	22,542	1,100	12,599
Options					
Bespoke Interior Scheme – Module Editing	86,000	6,400	37,965	2,000	22,908
Bespoke Interior Scheme – Group Editing	139,000	10,400	61,693	3,320	38,027
Bespoke Interior – Commissioned Collection Main Leather (Powder Blue, Tan or	189,000	14,000	83,048	4,740	54,292

Hotspur Red)					
Bespoke Interior – Commissioned Collection Secondary Leather (Powder Blue, Tan or Hotspur Red)	126,000	9,300	55,168	3,220	36,882
Seat Piping	85,000	6,400	37,965	2,160	24,741
Contrast Stitching	Not Available	3,300	19,576	1,100	12,599
Bespoke Black Clock	92,000	6,800	40,338	Not Available	
Veneer					
Elm Cluster	60,000	4,500	26,694	1,380	15,807
Tudor Oak	60,000	4,500	26,694	1,380	15,807
Tuscan Ash Burr	60,000	4,500	26,694	1,380	15,807
Mahogany	79,000	5,900	34,999	1,900	21,763
Ash Burr	79,000	5,900	34,999	1,900	21,763
Oak Burr	79,000	5,900	34,999	1,900	21,763
Paldao	60,000	4,500	26,694	1,380	15,807
Black Stained Ash	190,000	14,100	83,641	4,320	49,481
RR Monogram inlays to Monitor Lid	22,000	1,600	9,491	540	6,185
Spirit of Ecstasy inlays to Monitor Lid	22,000	1,600	9,491	540	6,185
Multimedia and Convenience					
Front Massage Seats	35,000	2,600	15,423	740	8,476
Rolls-Royce Bespoke Audio	211,000	15,600	92,539	5,200	59,560
TV Tuner, only with Rear Theatre	36,000	2,700	16,016	800	9,163

Configuration					
Comfort Entry System Including Smart Boot Opener and Closer	58,000	4,300	25,508	1,300	14,890
Driver's Assistance System 1	139,000	10,400	61,693	3,220	36,882
Driver's Assistance System 2	227,000	16,900	100,251	5,040	57,728
Driver's Assistance System 3	Not Available	21,000	124,572	6,420	73,535
Additional Interior Features					
Polished Stainless Steel Treadplates	58,000	4,300	25,508	1,240	14,203
Treadplates "Rolls-Royce, Goodwood"	63,000	4,700	27,880	1,540	17,639
Rear Privacy Glass	67,000	5,000	29,660	1,540	17,639
Presentation Key Box in Piano Black	23,000	1,700	10,084	540	6,185
Colour-Keyed Boot Trim	35,000	2,500	14,830	820	9,392
Personalisation					
Personalised Name Inlay – Passenger Panel	58,000	4,300	25,508	1,420	16,265
Commissioned Collection Umbrella	18,000	1,400	8,304	450	5,154
Personalised Headrest Embroidery	89,000	6,600	39,151	2,160	24,741
Personalised Treadplates	99,000	7,400	43,897	2,540	29,093
Bespoke Order Treadplates	123,000	9,100	53,981	2,720	31,155
The Wraith Package	Not Available	65,400	387,953	22,820	261,380

It is noted that, in the prices for all the above-mentioned options, Hongkong is the most expensive place to buy them, and in most cases, the prices of the options are in excess of 100 percent of that which is being charged in the United Kingdom and Australia.

In some cases, the price of certain options, purchased in the HKSAR, is in excess of 400 percent of that which is demanded in the United Kingdom and Australia!

Talking about milking the cash cow, Rolls-Royce Hongkong is the expert._

Conclusion

It is noted that to purchase a new, Rolls-Royce Wraith in the 416 square miles that constitute the HKSAR, one must appreciate that it is the most expensive for such a vehicle with regard to the **TARGET** surveyed areas of the world where this motor car is sold.

It is hardly any wonder, therefore, that, in the HKSAR, there are quite a number of wealthy people and well-established, corporate entities that bypass the HKSAR Authorised Dealer of Rolls-Royce motor cars by purchasing their vehicles from the United Kingdom where, in spite of the cost of shipping them, one can expect to save well in excess of \$HK2 million by so doing.

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