

THE PENINSULA

T O K Y O

August 28, 2007

THE PENINSULA TOKYO'S CUSTOMISED ROLLS-ROYCE AND BMW FLEET

When The Peninsula Tokyo opens on 1 September 2007, it will be the proud owner of a magnificent 1934 Rolls-Royce Phantom and provide two specially designed Rolls-Royce Extended Wheelbase Phantoms and three customised BMW 7 Series long wheel base, all finished in signature Peninsula Green.

This exclusive luxury fleet will be unveiled on 31 August 2007 when they are presented to The Honourable Sir Michael Kadoorie, Chairman of The Hongkong and Shanghai Hotels, Limited by Dr. Matthew J. Bennett, General Manager of Rolls-Royce Motor Cars Limited Japan and Mr. Noburo Abe, Senior Managing Director of BMW Group Japan.

Rolls-Royce

The Peninsula Hotels and Rolls-Royce have been associated in excellence for almost 40 years, in a record-breaking partnership that began with The Peninsula Hong Kong's first order for seven Silver Shadows in 1970.

The relationship commenced with the simple question "Have you enquired?" When told that a fleet of Rolls-Royces would probably be too expensive for the hotel, Lord Lawrence Kadoorie (father of Sir Michael) enquired if anyone had actually contacted Rolls-Royce to ascertain the cost.

That purchase made history for being the largest ever single order for Rolls-Royce Motor Cars, and set a trend that continues to this day with the arrival of The Peninsula Hong Kong's eighth and latest fleet of 14 Extended Wheelbase Phantoms in December 2006.

Except for a brief interlude, The Peninsula Hong Kong has used Rolls-Royce motor cars exclusively for its guests since 1970, and the current fleet of 14 cars - the hotel's eighth record-breaking order -

THE PENINSULA

T O K Y O

forms part of a long-term partnership between the two companies. Rolls-Royce cars are also used at The Peninsula Beijing and The Peninsula Bangkok, with two cars at each property.

The Peninsula Tokyo continues the Peninsula - Rolls-Royce tradition. Each Peninsula Rolls-Royce has been hand-made at the Rolls-Royce factory in Goodwood on the south coast of England, built under the carmaker's "Bespoke" programme to ensure they meet the exacting needs of the hotel. This programme allows customers to specify cars to suit their precise requirements, allowing them to modify even the smallest details, as well as introducing unique features. Rolls-Royce engineers and designers worked closely with Sir Michael and Martin Oxley, The Peninsula Hotels' Fleet Vehicle Manager, to develop a number of dedicated features to meet the hotel's specific needs. These included the provision of a cool box for chilled hand towels, bespoke tread plates and a new, larger luggage compartment.

With attention to detail being a hallmark of both The Peninsula and Rolls-Royce, modifications to the car went a little further than usual. Rear air-conditioning controls, normally fitted on the back of the front console, were moved to the rear armrests for easier access. The subtle boulevard lighting system was modified to give maximum illumination for passengers when entering and alighting from the cars, and even the smallest details were subject to scrutiny - new counter-sunk screws were developed for the luggage compartment to remove even the slightest chance of catching or damaging leather luggage.

The rest of the car is also finished to exacting standards. Some 18 leather hides for each Phantom were used to trim the seats, doors and roof lining, and in a process unique to Rolls-Royce, each hide is tumble-dyed, resulting in a natural finish that is sumptuously soft and requires no protective top coat. The burr walnut veneers were selected by the Goodwood team for their natural beauty and quality, while the colour of the wood was specifically chosen by Sir Michael. Each Phantom is finished with veneer taken from a single tree to ensure that the colour and grain match perfectly across the interior.

In-car entertainment is supplied via a Lexicon sound system employing 15 speakers and nine-channel amplification delivering 420 watts. The use of studio-grade components is unique to the

THE PENINSULA

T O K Y O

Phantom and ensures the delivery of a sound quality unrivalled in the marketplace. DVDs can be watched on twin 12-inch screens housed in the rear fold-down picnic-tables.

In all, it has taken more than 350 hours to build each individual Phantom, with 25 Rolls-Royce designers and engineers attentively involved in the project.

The new Phantoms bring significant benefits in terms of economy and emissions. The Phantom features a lightweight aluminium space frame and utilises the most modern of engine technologies, such as direct fuel injection and variable valve control. As a result, the Phantom offers significantly more space for passengers, delivers higher amounts of torque and power and yet consumes significantly less fuel than previous generations of Rolls-Royces.

Due to the size and complexity of the cars, Oxley spent two weeks in intensive training with the hotel's team of drivers to ensure they were completely familiar with the cars on the streets of Tokyo.

With a career spanning 34 years of attending to Rolls-Royce cars, including 22 years with Rolls-Royce commencing as an apprentice and working up to General Manager, Rolls-Royce Motor Cars, London, Oxley has now been overseeing the care of The Peninsula's vehicles for 12 years.

Full car specifications:

Interior finished in tan leather with burr walnut veneer

Michelin PAX run flat tyre technology

DVD Player for six discs

Vanity mirrors

Extended leather headlining

Burr walnut fold-down tables in back seat

12" TV screens

Rear curtains for added privacy in two cars

Front and rear parking cameras

Bespoke specifications:

THE PENINSULA

T O K Y O

Exterior finished in Brewster “Peninsula” Green with single coach line in Honey

The Hongkong and Shanghai Hotels, Limited crest on front doors

Enlarged boot area

Boot luggage protector

Grab handle

IDD telephone in rear

Cool box and hand towel cooling compartment

Used towel storage in rear door

Bespoke specifications continued:

Periodicals compartment

Bespoke tread plates

Lower glove box illumination

Hill hold function

Front seat cover protection

Interior boulevard lighting modification and illuminated door handles

Repositioned air-conditioning controls

Separate illumination for roof-mounted map lights

No smoking plaques

MP3 socket located in rear

BMW

The Peninsula Hotels begins a new tradition with three customised 7 Series long wheel base cars for The Peninsula Tokyo. The specific requirements set by The Peninsula for this new fleet were developed by BMW Individual, a unit of BMW M, BMW’s centre for customisation and bespoke solutions located in Bavaria.

BMW Motorsport was founded in 1972 to handle all BMW motorsport activities. After reorganisation in 1993, the company was renamed BMW M, with three business divisions, namely BMW M vehicles, BMW Driver Training and BMW Individual. BMW M is a high performance oriented, product and service company whose main focus is on the conception and development of

THE PENINSULA

T O K Y O

particularly sporty and exclusive vehicles, together with offering an extensive individualisation programme for BMW vehicles through BMW Individual.

The Peninsula Tokyo's BMW 7 series cars offer a number of bespoke features. Fittings in BMW's exclusive Merino leather and Alcantara roof lining give the interior a natural and luxurious ambience, due to an especially gentle tanning process which enhances the leather's natural characteristics, preserving its porousness and keeping its surface soft and smooth with no additional surface treatment, coatings or artificial stamping. Special lamb's wool floor mats and tissue boxes for the rear passengers are just some of the bespoke modifications.

The cell phone for the rear passengers is unique to these three vehicles. The modification was required due to specific cell phone standards in Japan and The Peninsula Tokyo's remit to provide the most comfortable and convenient ride for guests. The arrangement of the cell phone holder allows for easy access, even if three passengers sit in the rear.

Other distinctive features are active rear seat ventilation and electrically adjustable rear comfort seats. In order to provide a pleasant seat temperature even in a heated vehicle, there are a total of nine ventilators integrated in the seating upholstery (four in the seatback and five under the seat surface), which are adjustable to three different ventilation levels.

The comfort seats in the rear guarantee the highest level of comfort and a relaxed mode of travel, even over long distances. For the two rear seats, the seats, backrest, head restraint and lumbar support can all be adjusted.

Full car specifications:

- BMW's superior V8 in the BMW 750Li provides a maximum output of 270 kW/367 hp with a maximum torque of 490 Nm at 3400 rpm
- Adaptive Drive suspension package combines BMW Dynamic Drive and EDC
- Electrically adjustable comfort seats in front and rear,
- Seat heating for front and rear seats

THE PENINSULA

T O K Y O

Full car specifications continued:

- Professional LOGIC7 hifi system
- Illuminated movable vanity mirror positioned in the middle of the rear roof lining
- Eight airbags to ensure all-round protection
- Dark ash-grain high-gloss wood trim
- Electric soft close automatic feature to gently close all four doors
- Infinitely variable door restrainers hold the door in any position, preventing the door from swinging in and out and thus avoiding possible damage
- Door handles in body colour, with exterior illumination
- Inner door handles with illumination at night
- Electric sunblinds for the rear window and rear side windows
- Padded armrest in the front, with temperature-controlled storage compartment
- Automatic air conditioning with an extended range of functions
- Automatic operation of luggage compartment lid
- Four grab handles for each outer seat position

Bespoke specifications:

- Exterior finished in Brewster “Peninsula” Green with single coach line in Honey
- The Peninsula Tokyo logo on front doors
- BMW Individual Merino leather seats in caramel
- BMW Individual Alcantara leather roof liner and parcel shelf in caramel
- Floor cover carpeting in caramel
- Thick lamb’s wool floor mats at the rear in caramel
- The Peninsula Tokyo tread plates
- Luggage and rear bumper protection
- Protection for rear centre console in caramel carpeting

Bespoke specifications continued:

- Rear telephone mounted on the front middle armrest
- Temperature-controlled compartment for hand towels and refreshments

THE PENINSULA

T O K Y O

- Used towel compartment and tissue box holders on both rear doors
- Periodicals compartment
- “Thank you for not smoking” sign in the back side cover of front seats

Guests will be able to enjoy all the grace, glamour and luxury The Peninsula Tokyo has to offer even before arriving at the hotel.

###

The Peninsula Tokyo is managed by The Peninsula Hotels, which operates luxury hotels in key gateways of Asia and the USA: The Peninsula Hong Kong; The Peninsula New York; The Peninsula Chicago; The Peninsula Beverly Hills; The Peninsula Tokyo; The Peninsula Bangkok; The Peninsula Beijing; The Peninsula Manila; and The Peninsula Shanghai (2009). The Peninsula Hotels is a division of The Hongkong and Shanghai Hotels, Limited.

For further information, please contact:

Mr. Mark K. Kobayashi

Director of Public Relations

The Peninsula Tokyo

Telephone: (81-3) 6270 2525

Fax: (81-3) 6270 2608

E-mail: markkobayashi@peninsula.com

Website: www.peninsula.com

Digital Photo Library: www.leonardo.com/peninsula