

THE PENINSULA

HOTELS



# AUTOMOTIVE

The Peninsula Hotels



The 1934 Rolls-Royce Phantom II at The Peninsula Tokyo.

# A PASSION FOR AUTOMOTIVE EXCELLENCE

## A TRADITION OF STYLISH TRANSPORT

Of all the time-honoured traditions embraced by The Peninsula Hotels, perhaps the best known is the company's commitment to glamorous transport. The hotel group maintains a fleet of exquisite custom vehicles for the convenience of its guests; these ensure that,

even before setting foot on a Peninsula property, new arrivals can experience the luxury and attention to detail that defines The Peninsula brand. Once they've settled in, guests can also rely on The Peninsula fleet to help them explore their destination in high style.



Rolls-Royce Silver Shadow fleet at The Peninsula Hong Kong in 1970s.

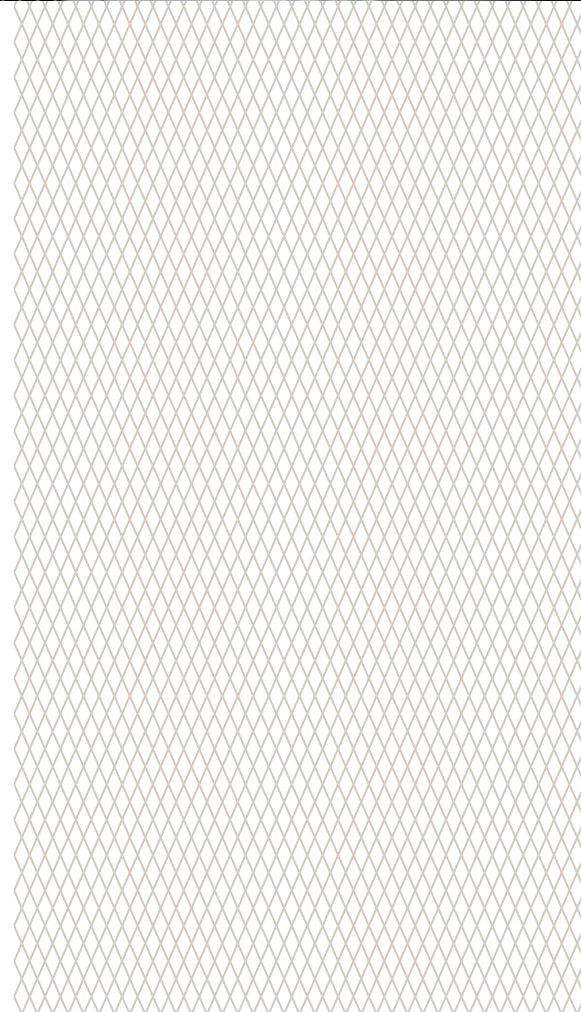
**ROLLS-ROYCE:  
THE PENINSULA'S  
LONG-TIME PARTNER IN  
EXCELLENCE**

While The Peninsula Hotels' fleet includes dozens of distinctive automobiles – including deluxe-model cars from BMW and MINI – the most iconic of the company's vehicles are, unquestionably, its collection of sumptuous, bespoke Rolls-Royce sedans, all finished in signature Peninsula Brewster Green. These cars are recognisable enough to have made an appearance in the famous James Bond film *The Man with the Golden Gun* – in a scene where Bond's assistant operative, Mary Goodnight, remarks, "Everyone knows all the green Rolls-Royces belong to The Peninsula."

In fact, The Peninsula Hotels and Rolls-Royce have maintained their special partnership for nearly 50 years. It began, somewhat legendarily, in 1970, when executives at The Peninsula's

flagship Hong Kong hotel were discussing the purchase of a new luxury fleet. Upon being informed that Rolls-Royce vehicles might be prohibitively expensive, Lord Lawrence Kadoorie (former Chairman of The Hongkong and Shanghai Hotels, Limited), allegedly posed a simple challenge: "Have you enquired?"

What followed was the placement of The Peninsula Hotels' first order for seven Rolls-Royce Silver Shadows (*above*) – at the time, the largest order Rolls-Royce had ever fulfilled. In subsequent years, the hotel group went on to break that record seven more times, most recently with its 2006 order of 14 extended-wheelbase sedans. At present, the company counts 30 Rolls-Royce vehicles in its fleet, which are used by guests at its properties around the globe.





## THE BESPOKE EXPERIENCE

Each Peninsula Rolls-Royce is built and customised according to a set of exacting specifications. As well as incorporating trademark Rolls-Royce details – such as tumble-dyed leather upholstery, studio-grade Lexicon sound systems, and interior wood veneer sourced from individual trees (to ensure the consistency of colour and grain in each car), Peninsula vehicles include a host of special features. Among them: cool boxes for chilled hand towels and convenient armrest climate controls in the passenger compartment; modified lighting to provide ample illumination for passengers when entering and exiting; and larger luggage compartments, with specially requested counter-sunk screws and handmade protection covers to prevent damage to suitcases when loading.

While the majority of the Rolls-Royce models in Peninsula's fleet are extended-wheelbase Phantoms and Silver Spurs, the hotel group has, in recent years, also commissioned the restoration and customisation of three dazzling 1934 Phantom II Sedan De-Ville sedans. These classic automobiles, with their dramatic, swooping lines that recall a glittering bygone era, have been unobtrusively adapted to current standards of comfort – and are available by request for weddings and special events at The Peninsula Hotels in Hong Kong, Tokyo, and Paris.

*Customised  
according to  
a set of exacting  
specifications*

Working with The Hon. Sir Michael Kadoorie, Chairman of The Hongkong and Shanghai Hotels, Limited, to develop the specifications for The Peninsula's vehicles – and integral to maintaining the partnership with Rolls-Royce – has been The Peninsula Hotels' Fleet Vehicle Manager Martin Oxley. Mr Oxley is uniquely qualified for this role; prior to joining The Peninsula Hotels in 1995, he spent 22 years

working for Rolls-Royce Motor Cars, Ltd – first as an apprentice and eventually as General Manager of the manufacturer's London operations.

"In my opinion, Rolls-Royce produces the best limousines in the world," Mr Oxley says. "The whole purpose of our limousine fleet is to ensure when guests arrive at their destination they are calm, relaxed and ready to enjoy all that The Peninsula has to offer."



MINI Cooper S Clubmans in front of The Peninsula Beverly Hills.

*A different,  
more immersive  
perspective*



The Peninsula Bangkok's specially designed tuk tuk.

### **AUTHENTIC, DESTINATION-SPECIFIC OPTIONS**

Recently, The Peninsula Hotels has begun diversifying its fleet, to offer more destination-specific, regionally authentic modes of transport. These new additions allow hotel guests to experience the sights and sounds of their host cities from a different, more immersive perspective than they would from a luxury automobile.

Some of these new transport options reflect long-time local traditions. For example, The Peninsula Manila now offers sightseeing and market tours in a bespoke and hand-built replica of the first 1955 Sarao Jeepney – a vehicle that has been popular in the Philippines since World War II (when locals began personalising American military Jeeps that were left behind).

Similarly, The Peninsula Bangkok provides guest transport and tours in a specially designed tuk tuk (top) – a motorised three-wheel passenger rickshaw that is one of the city's most common modes of transport.

Other Peninsula properties have augmented their transport options with vehicles that showcase a particular aspect, or unique flavour, of their destination city. Guests staying at The Peninsula Chicago, for instance, can arrange rides in a vintage 1946 Packard Clipper – the car of choice for the rich and famous during the city's post-World War II heyday. The Peninsula Paris has injected a Parisian touch to its fleet with an authentic 1957 Citroën 2CV.

*Transport options showcase their destination city*

## AN ESSENTIAL PROMISE

Varied though they may be, what unites all the automotive transport offerings at The Peninsula Hotels is their commitment to providing a superlative travel experience. The Peninsula guests can rest assured, whether they travel in a tuk tuk or a premier luxury sedan, that they will arrive at their destination safely, comfortably, and stylishly.



Jeepney of The Peninsula Manila.

*A superlative  
travel  
experience*