



Rolls-Royce Motor Cars Auctions "Phantom" At Naples Winter Wine Festival

BY [COLIN DANIELS](#) | [NEWS](#) | DECEMBER 13, 2017



If you didn't get that new car for the holidays, you have another chance to still snag one. Not just any car, but a **Rolls-Royce *Phantom***. Those attending the 2018 **Naples Winter Wine Festival** will have a once-in-a-lifetime opportunity to become the owner of a **Rolls-Royce *Phantom*** that will be part of a live-auction.

The three-day event, founded by the **Naples Children & Education Foundation**, takes place January 26-28, 2018 at **The Ritz-Carlton Golf Resort** in Naples, Florida. **Rolls-Royce Motor Cars** has reserved the very first standard wheelbase ***Phantom*** as the featured luxury item in what is being named as the ***Phantom 'Ultimate Power Lot.'***

As the longest existing nameplate in motoring history, ***Phantom*** has defined British luxury craftsmanship for more than 92 years. Every modern **Rolls-Royce** is handcrafted exclusively at the home of **Rolls-Royce** in Goodwood, England, and the all-new **Rolls-Royce *Phantom*** marks a new chapter in **Rolls-Royce Motor Cars' history**.



Proceeds from the festival's annual live auction benefit the **Naples Children & Education Foundation** and this special delivery, from the home of **Rolls-Royce**, comes with the opportunity to participate in the **2019 ROBB Report Car of the Year** event.

The final component of this opportunity includes a curated collection of wine from **Alpha Omega**, a Napa Valley winery that blends the old world's European balanced style of winemaking with the new world's technology to create elegant, Bordeaux-style wines. Paired with a 2018 **Phantom** in belladonna purple with arctic white and tailored purple bespoke interior, this package is the ultimate luxury experience for the high-end motoring and wine lover.

"**Rolls-Royce Motor Cars** is honored to leverage our position as the world's leading luxury brand to support the children who benefit from the proceeds of this event," says **Rolls-Royce Motor Cars** North America President **Pedro Mota**. "Our owners curate their collection of motor cars and wine alike. And there is no one item more sought after for our collectors than a one of a kind Bespoke **Phantom**."



The **2019 ROBB Report Car of the Year** judging event, held in Napa Valley in 2018, includes a seat on the **Car of the Year** judging panel plus accommodation and meals at top-rated spots throughout the event. **Rolls-Royce Motor Cars** and the **ROBB Report** have shared a special relationship since the title first emerged as a newsletter for successful **Rolls-Royce** car owners decades ago.

To celebrate the all-new 6.75 liter **Rolls-Royce V12** engine in the **Rolls-Royce Phantom**, **Alpha Omega** has created a special 6-liter bottle of the 2014 ERA flagship wine etched with the **Rolls-Royce** badge. This also includes a 12-month, 2-bottle **Alpha Omega** Wine Club membership. Since the winner will be enjoying some of the best wines that Napa Valley has to offer, they will also have the opportunity to visit **Alpha Omega** winery for a private vineyard tour complete with lunch and wine pairings in its cave or vineyards for six guests along with a private library cellar tasting experience.