

# Black Badge revealed at new Rolls-Royce pop-up



By [Lauren Hartzenberg](#)

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There's a new pop-up shop in the Mother City and the brand in question is as premium as they come. British luxury carmaker, Rolls-Royce, yesterday opened a temporary boutique store at the Daytona showroom in Cape Town.

The retail space will play host to some of the brand's top models, including the smallest of the Rolls family – the Ghost, and the four-seater super-luxury drophead – the Dawn. But what us launch attendees were most anticipating was the first South African reveal of the super-luxury Wraith Black Badge. And it didn't disappoint...



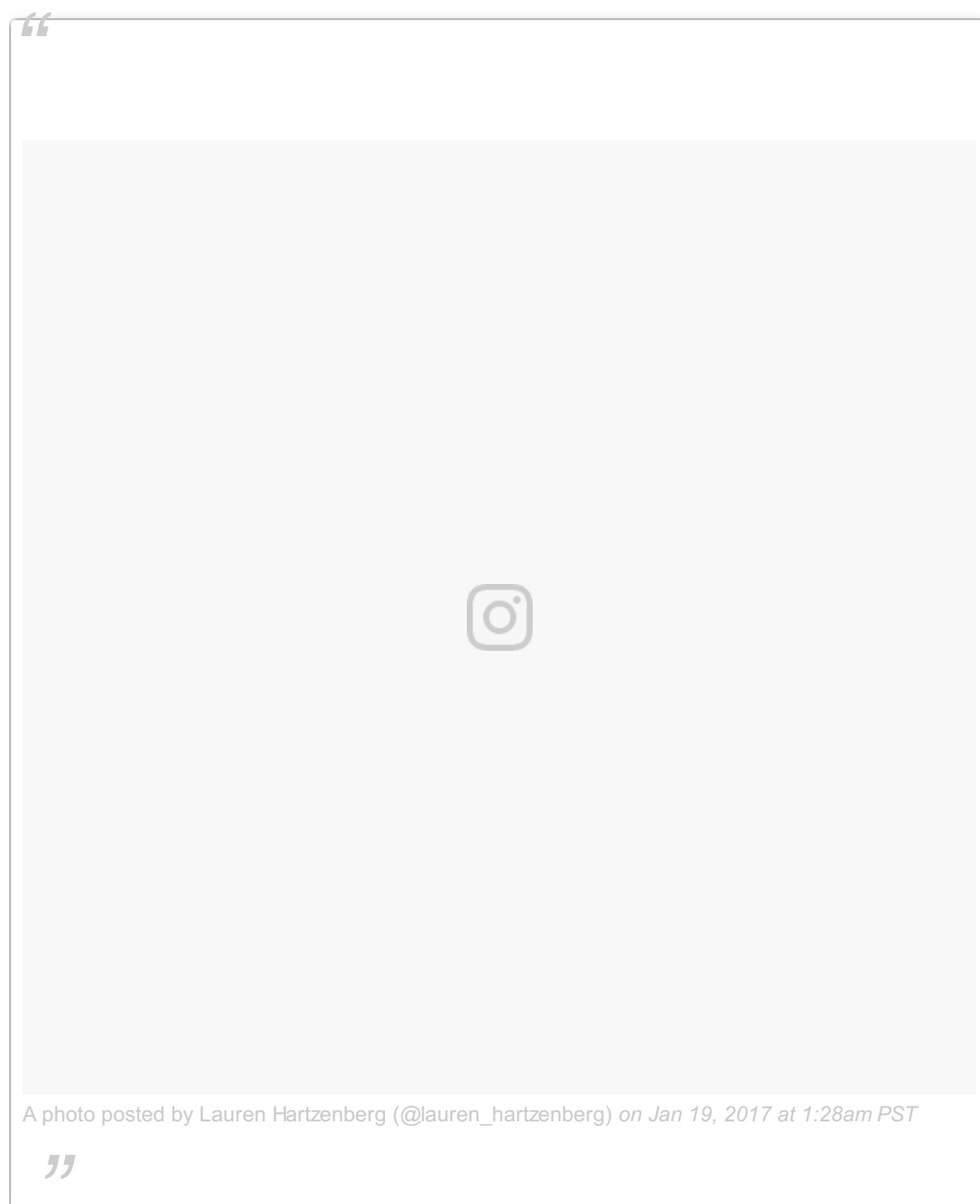
## A dark departure

Dark and alluring it stands on the showroom floor, its look-at-me flamboyance nothing short of mesmerising. While retaining the stately aesthetic synonymous with the Rolls-Royce brand, the Wraith Black Badge has an obvious edge to it.

But its not just a looker. With an extra wave of torque (+70Nm), a redesigned air-suspension set up, new drive shafts and uprated 8-speed transmission, the Black Badge Wraith is considered the most driver-focused car in the model range. And at 465kw it claims the title of the most powerful Rolls-Royce too.

“Technically and aesthetically Black Badge is the alter ego of Rolls-Royce, darker, more assertive, more confident and powerful, and more demanding. With Black Badge we have created the most commanding presence on the super-luxury landscape,” says the company.

The Wraith Black Badge retails for somewhere between R9-10 million, and will be showcased for a limited period only at the new Cape Town store.



A photo posted by Lauren Hartzenberg (@lauren\_hartzenberg) on Jan 19, 2017 at 1:28am PST

## Cape Town presence

“Rolls Royce SA is committed to delivering truly progressive experiences to Cape Town’s most eminent men and women. We have brought the Rolls-Royce brand to Cape Town to not only showcase the elite range of unique motor cars but to also present for the very first time the Wraith Black Badge which has received worldwide hype and attention. It is a truly transformative moment for a great brand and we couldn’t be more excited about it,” states Justin Divaris, CEO of Daytona

South Africa.

While the only South African Rolls-Royce showroom is currently situated in Sandton, Johannesburg, the company has expressed a desire to grow its presence in the Mother City, with a possible permanent showroom on the cards.

Cape Town fans... keep those fingers crossed!

*The Rolls-Royce pop-up boutique is situated at Daytona showroom, Breakwater Boulevard at the V&A Waterfront, Cape Town.*

## ABOUT LAUREN HARTZENBERG

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