24 June 2014

**GETTING THERE IS HALF THE FUN –**

**THE PENINSULA PARIS’ CUSTOMISED LUXURY CAR FLEET**

***Peninsula guests arrive in style via Rolls-Royces, MINIs and BMWs***

The only hotel in Paris with a customised car fleet, The Peninsula Paris offers its guests chauffeured service in bespoke Rolls-Royces (including a 1934 Phantom II), BMWs and MINI Cooper S Clubman hardtops, all finished in the Peninsula’s signature green livery and featuring dozens of original modifications specified by the hotel for the express comfort of its guests, including WiFi. Available for airport transfers and other hires as well as complimentary trips around Paris, the fleet enables guests to arrive at their destinations with grace and classic Peninsula style.

**Two Rolls-Royces – 1934 and 2014**

The Peninsula Hotels and Rolls-Royce Motor Cars enjoy a long association that extends more than four decades to 1970, when The Peninsula Hong Kong’s purchase of seven Silver Shadows made history as the largest single order for Rolls-Royce motor cars. Under the carmaker’s bespoke programme, a large number of dedicated features were developed by Rolls-Royce engineers and designers in close collaboration with The Hongkong and Shanghai Hotels, Limited Chairman Sir Michael Kadoorie and Martin Oxley, The Peninsula Hotels’ Fleet Vehicle Manager.

In addition to a specially designed Rolls-Royce extended wheelbase Phantom, The Peninsula Paris is proud owner of an immaculately restored 1934 vintage Rolls-Royce Phantom II, sister to those at The Peninsula hotels in Hong Kong, Shanghai and Tokyo. Built in the era of flair and flamboyance between the two World Wars, its bodywork is by Park Ward, a British coachbuilder founded in 1919. The classic Sedanca de Ville town car required substantial restoration and modifications before it could shine in its original splendour for Peninsula guests while coping with modern Paris road conditions. Sir Michael Kadoorie, a confessed motoring buff, took personal interest in its restoration, which was, he admits, “a real labour of love.”

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The Phantom II underwent the extensive and delicate task of refurbishing and re-equipping in the workshops of Ashton Keynes Vintage Restorations in Wiltshire, England. The vehicle has been unobtrusively adapted to current standards to ensure the comfort of its passengers without compromising its appearance or character, and technical modifications have been made to enable it to be used in Paris’ demanding traffic conditions. Given its age, and the fact that it was built for a gentler motoring environment, the ability of the original brakes, gearbox and engine cooling system to cope with Paris’ heat and traffic with only minor modifications is testament to the engineering skills of the original builders. A multi-function telephone exchange, complex audio system, air conditioning and refrigerated drinks cabinet were tastefully integrated or cleverly concealed to produce a timeless classic that combines the elegance of bygone days with the modern luxuries and conveniences expected by today’s discerning guests.

The vintage Rolls-Royce will be used for special occasions and by invitation only.

Meanwhile custom modifications to The Peninsula Paris’ 2014 extended wheelbase Phantom included re-engineering the boulevard lighting system to give maximum illumination for passengers when entering and alighting from the cars. Even the smallest details were subject to scrutiny – new counter-sunk screws were developed for the trunk compartment to eliminate even the slightest chance of scratching guests’ luggage.

Some 18 leather hides were used to trim the seats, doors and roof lining of the Phantom. In a process unique to Rolls-Royce, each hide is tumble-dyed for a sumptuously soft, natural finish that requires no protective top coat. Burr walnut veneers were selected by the Goodwood team for their natural beauty and quality, while the precise colour was chosen by Sir Michael. Each Phantom is finished with veneer 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 Phantom and ensures the delivery of sound quality unrivalled in the automotive arena. DVDs can be watched on twin 12-inch screens housed in the fold-down picnic tables of the rear cabin.

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Featuring a lightweight aluminium space frame and modern engine technologies such as direct fuel injection and variable valve control, the Phantom also offers significant benefits in terms of efficiency and emissions.

**Two MINI Cooper S Clubman vehicles**

Injecting fun and a youthful spirit to The Peninsula Paris fleet – and perfect for navigating Paris’ narrow streets – are two MINI Cooper S Clubman cars, a stretch version of the classic Cooper hardtop. Registered guests staying in any of The Peninsula Paris’ suites may use the chauffeur-driven MINIs daily at no charge for up to three hours within a ten-kilometre radius of the hotel – perfect for a shopping spree or sightseeing adventure.

In a first for this make of car, the MINIs were built for the hotel with special-edition features. The MINI engineers and designers worked closely with Sir Michael and Fleet Manager Oxley to develop the original specifications, leave this part in and a dedicated iPhone cradle in rear. Each car sports a custom-illuminated Peninsula logo on the tread plates, leather finishing is of the highest specification available, and with the signature Peninsula green livery that distinguishes every vehicle in the hotel’s transport fleet.

**Ten BMWs**

In a partnership with Chabé Limousines, The Peninsula Paris will offer 10 Peninsula 7 Series long-wheelbase sedans. Instantly recognisable with its signature livery of Peninsula green and providing the highest standards of power, refinement and efficiency, the 7 Series is the BMW flagship, embodying gorgeous design, impeccable ergonomics, bar-setting comfort and exquisite personality on top of its intelligent driving and convenience technologies and innovative engine power and efficiency features.

The Peninsula Paris’ customised luxury car fleet, like the hotel’s 200 guestrooms and suites, unites innovative technology with the highest standards of comfort. To book an unforgettable Peninsula experience in the room and on the road, please contact the Reservations Department at The Peninsula Paris at + 33 1 5812 2777, e-mail: reservationppr@peninsula.com or visit [peninsula.com](http://www.peninsula.com/paris).

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**About Katara Hospitality**

Katara Hospitality is a global hotel owner, developer and operator, based in Qatar. With over 40 years’ experience in the industry, Katara Hospitality actively pursues its strategic expansion plans by investing in peerless hotels in Qatar while growing its collection of iconic properties in key international markets. Katara Hospitality has set a target of owning and / or managing 30 hotels by 2016 and 30 more over the following decade. Aiming to become one of the leading hospitality organisations in the world, the company is supporting Qatar’s long term economic vision.

Katara Hospitality currently owns properties spread across three continents, in Qatar, Singapore, The Maldives, Switzerland, France, Italy, Egypt, Morocco, The Gambia and the Union of Comoros. While partnering with some of the finest hotel operators, Katara Hospitality also owns its own operator brands: The Bürgenstock Selection and Merweb Hotels.

[www.katarahospitality.com](http://www.katarahospitality.com)

**About The Hongkong and Shanghai Hotels, Limited (HSH)**

Incorporated in 1866 and listed on the Hong Kong Stock Exchange (00045), The Hongkong and Shanghai Hotels, Limited is the holding company of a group which is engaged in the ownership, development, and management of prestigious hotels and commercial and residential properties in key locations in Asia, the United States and Europe, as well as the provision of tourism and leisure, club management and other services. The Peninsula Hotels portfolio comprises The Peninsula Hong Kong, The Peninsula Shanghai, The Peninsula Beijing, The Peninsula Tokyo, The Peninsula New York, The Peninsula Chicago, The Peninsula Beverly Hills, The Peninsula Bangkok, The Peninsula Manila and The Peninsula Paris (expected opening in 2014). Projects under development include The Peninsula London and The Peninsula Yangon. The property portfolio of the group includes The Repulse Bay Complex, The Peak Tower, The Peak Tramways and St. John’s Building in Hong Kong; The Landmark in Ho Chi Minh City, Vietnam; the Thai Country Club in Bangkok, Thailand, and 21 avenue Kléber in Paris, France.

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