



## Rolls Royce

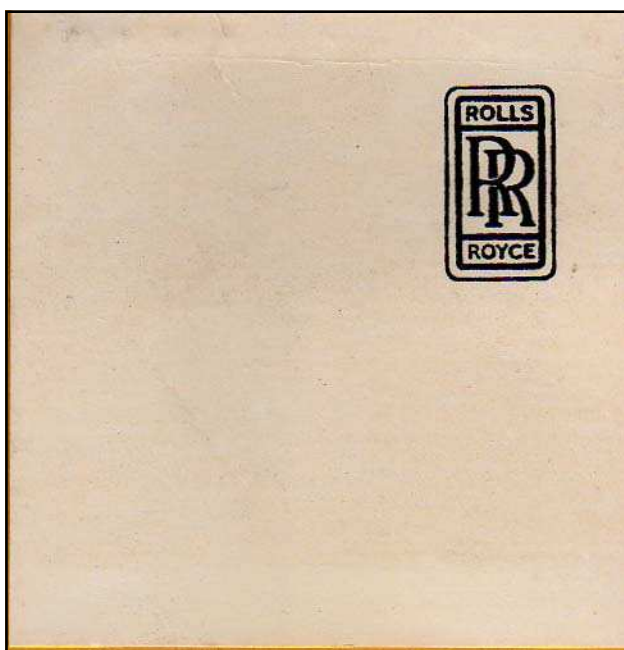
Rolls-Royce Limited owned a British luxury-car and aero engine manufacturing business founded in 1904 by Charles Stewart Rolls and Frederick Henry Royce. Rolls-Royce Limited was incorporated on 15 March 1906 as a vehicle for their ownership of their Rolls-Royce business. Their business quickly developed a reputation for superior engineering quality, "best car in the world", building on F H Royce's existing standing. Rolls-Royce became a leading manufacturer of piston aero-engines after it was brought into building them by the First World War.

From 1940, Rolls-Royce participated in the development of the jet engine and built for itself, and retains, a pre-eminent position in aero engine development and manufacture for use in defense and civil aircraft.

In the late 1960s, Rolls-Royce Limited became hopelessly crippled by its mismanagement of development of its advanced RB211 jet engine and the consequent cost over-runs. In 1971, their financial collapse was dealt with by sale, at a price which took some years to negotiate, of the entire business to a new government-owned company, Rolls-Royce (1971) Limited. Insolvent Rolls-Royce Limited was put into liquidation. Everything that could be sold off was sold off but more than 45 years later there are still assets remaining to be sold.

Rolls-Royce (1971) Limited continued to trade and realize the surplus assets bought from the former company. BAC was sold almost immediately, the profitable but now financially insignificant car division transferred in 1973 to a new subsidiary, Rolls-Royce Motors Holdings Limited, was sold to Vickers in 1980.

In 1977 Rolls-Royce (1971) Limited, given the necessary consent, was re-named Rolls-Royce Limited. It remained nationalized until 1987 when, re-named Rolls-Royce plc, the government sold its shares to the public. Today it owns and operates Rolls-Royce's principal business though it is no longer listed on the stock exchange. Instead it has been a subsidiary of a listed holding company currently Rolls-Royce Holdings plc since 2003.



Rolls-Royce Motor Cars Limited is a wholly owned subsidiary of BMW, established in 1998 after BMW was licensed the rights to the Rolls-Royce brand name and logo and acquired the rights to the Spirit of Ecstasy and Rolls-Royce grill shape trademarks from Volkswagen AG. Rolls-Royce Motor Cars Limited operates from administrative and production facilities opened in 2003 across from the historic Goodwood Circuit in Goodwood, West Sussex, England. Rolls-Royce Motors Cars Limited is the exclusive manufacturer of Rolls-Royce branded motor cars since 2003.

A marketing survey in 1987 showed there was only one brand name more widely known than Rolls-Royce. It was Coca-Cola. *[s://en.wikipedia.org/wiki/Rolls-Royce\_Motor\_Cars]*