

The 2025 Rolls-Royce Ghost Series II: An Evolved Statement of Contemporary Luxury

I. Introduction: The Enduring Allure of the Rolls-Royce Ghost

Within the revered pantheon of Rolls-Royce Motor Cars, the Ghost occupies a unique and significant position. Positioned below the commanding presence of the Phantom flagship, yet alongside the pioneering all-electric Spectre and the versatile Cullinan SUV, the Ghost has historically served as the marque's most popular nameplate.¹ It is often perceived as the Rolls-Royce for the discerning individual who, while appreciating the option of being chauffeured, frequently prefers the tactile engagement of driving themselves.² It embodies a subtly more dynamic, agile, and self-assured representation of the brand's core values.¹

The dawn of the 2025 model year heralds the arrival of the Ghost Series II, representing a significant evolution rather than a wholesale reinvention.¹ This mid-cycle refresh, building upon the foundation laid by the second-generation Ghost introduced in 2021², focuses meticulously on enhancing refinement, integrating advanced technology, and expanding the horizons of personalization.¹ It is presented not merely as an update, but as a direct response to the expressed desires and evolving tastes of Rolls-Royce clientele.¹ The Ghost Series II continues to embody the fundamental tenets that define Rolls-Royce – profound serenity, effortless performance, and inherent elegance – distilled into a minimalist, 'post-opulent' aesthetic that resonates with contemporary sensibilities.¹

II. Unveiling the Ghost Series II: Official Details and Evolution

Rolls-Royce Motor Cars has officially confirmed the introduction of the Ghost Series II for the 2025 model year.¹ This updated iteration is now available for commission and order through the marque's global dealership network, with examples already appearing in inventory.⁴ The Series II designation applies across the Ghost family, encompassing the standard wheelbase model, the capacious Ghost Extended Series II offering enhanced rear accommodation¹, and the more potent, visually assertive Black Badge Ghost Series II.⁷

It is crucial to understand that the Series II represents a carefully considered refresh – often referred to as a facelift or mid-cycle update – rather than an entirely new generation.² It builds upon the strengths of the second-generation Ghost, which debuted for the 2021 model year², retaining its core architecture and powertrain while introducing meaningful enhancements. The evolution is characterized by subtle but

impactful refinements to the exterior aesthetics, the integration of a sophisticated new digital interface known as SPIRIT, the introduction of novel Bespoke materials and customization possibilities, and upgrades to the audio and connectivity systems.¹ Rolls-Royce positions this evolution as yielding the "most technologically advanced and driver-focused V12 Rolls-Royce ever created".¹

The very use of the "Series II" nomenclature reflects Rolls-Royce's philosophy towards product development. Rather than chasing fleeting trends or undertaking radical redesigns purely for novelty, the marque favors incremental, client-centric refinement. The changes implemented in the Ghost Series II directly address feedback and desires expressed by existing owners, particularly concerning digital integration and expanded personalization.¹ This approach preserves the essential character and successful formula of the Ghost while ensuring its continued relevance through targeted enhancements, fostering brand loyalty and reinforcing the perception of timeless design.

III. Engineering Mastery: Performance and Poise

At the heart of the 2025 Rolls-Royce Ghost Series II resides the formidable 6.75-liter twin-turbocharged V12 engine, an engineering marvel shared with the Cullinan SUV⁴ and derived from the BMW Group's "N74" architecture.¹¹ This power plant is central to the Ghost's character, delivering the effortless performance synonymous with the brand.¹

In the standard Ghost and Ghost Extended Series II models, this V12 generates 563 horsepower (variously cited as 563 bhp or 571 PS) and a prodigious 627 pound-feet (850 Nm) of torque.³ Crucially, this peak torque is available from exceptionally low engine speeds – just 1600 rpm, merely 600 rpm above idle – contributing significantly to the car's characteristic sense of immediate, effortless propulsion.³ For clients seeking heightened dynamic capability, the Black Badge Ghost Series II features an uprated version of the V12, producing an impressive 591 horsepower (also cited as 592 hp or 600 PS) and 664 pound-feet (900 Nm) of torque.⁷

Power delivery is managed by a smooth and responsive eight-speed automatic transmission, sourced from ZF.⁷ Ensuring stability and traction under varying conditions, power is distributed to all four wheels via a standard All-Wheel Drive (AWD) system.⁵ Further enhancing agility and maneuverability, particularly for a vehicle of its dimensions, is the standard inclusion of All-Wheel Steering.¹

The Ghost's legendary ride comfort, often described as the "Magic Carpet Ride," is the result of a sophisticated suite of integrated chassis technologies, meticulously

engineered to isolate occupants from road imperfections while maintaining driver connection. Central to this is the Planar Suspension System, a culmination of ten collective years of engineering effort.¹ This system features a unique Upper Wishbone Damper mounted above the front suspension assembly, working in concert with continuously variable, electronically controlled shock absorbers and self-levelling, high-volume air strut assemblies.¹ The five-link rear axle also benefits from this self-levelling air suspension technology.¹ Augmenting the physical suspension components is the Flagbearer system, which utilizes stereo cameras to scan the road surface ahead, proactively preparing the suspension to absorb undulations and imperfections before they are felt.¹ Complementing this is the Satellite Aided Transmission, which leverages GPS data to anticipate upcoming corners, selecting the optimal gear for smooth and efficient power delivery upon exit.¹ The entire structure is built upon Rolls-Royce's proprietary all-aluminum spaceframe, known as the Architecture of Luxury, shared with the Phantom and Cullinan. This provides exceptional rigidity, forming the foundation for both the refined ride and precise handling characteristics.⁹

In terms of outright performance, the Ghost Series II delivers swift acceleration. Rolls-Royce claims a 0-60 mph time of 4.6 seconds⁷, though figures of 4.8 seconds are also cited.⁸ Independent testing suggests it may be even quicker, with estimates around 4.2 to 4.3 seconds.⁷ The top speed is electronically limited to 155 mph.⁷ The Black Badge variant offers specific tuning beyond its increased power; selecting "Low" mode on the column-mounted gear selector sharpens throttle response, quickens gear shifts, holds gears for longer durations, and elicits a more pronounced exhaust note, providing a subtly more engaging driving experience.⁸

As expected for a large, V12-powered ultra-luxury sedan, fuel economy is not a primary focus. Official EPA estimates rate the Ghost at 12 mpg in the city, 19 mpg on the highway, and 14 mpg combined.⁷ Some sources suggest slightly different figures, such as 13 mpg city / 20 mpg highway.⁸ European WLTP figures indicate a combined consumption between 15.3 and 15.7 liters per 100km (approximately 18-18.5 mpg).¹ The fuel tank holds 21.8 gallons¹⁸, providing substantial range despite the engine's thirst.⁹

The decision by Rolls-Royce to retain the twin-turbocharged V12 engine in the Ghost Series II is noteworthy in an automotive landscape increasingly dominated by downsizing and electrification – trends embraced even by Rolls-Royce itself with the Spectre EV⁷ and by key competitors like Bentley, whose Flying Spur now utilizes a plug-in hybrid powertrain.² This commitment to the V12¹ reflects a strategic choice to cater to a specific segment of the ultra-luxury market that values the unique

character, inherent smoothness, and effortless torque delivery of this traditional powertrain configuration. It positions the Ghost Series II as a potential apotheosis of V12-powered motoring in its class, offering a distinct experience that differentiates it not only from rivals but also from other models within the Rolls-Royce portfolio, reinforcing its appeal as a bastion of classic, uncompromising luxury.

Table 1: Key Technical Specifications - 2025 Rolls-Royce Ghost Series II

Feature	Standard / Extended Series II	Black Badge Series II
Engine Type	6.75-liter Twin-Turbocharged V12	6.75-liter Twin-Turbocharged V12
Displacement	6749 cm ³ / 412 in ³	6749 cm ³ / 412 in ³
Horsepower	563 hp / 571 PS @ 5000 rpm	591 hp / 600 PS @ 5250 rpm
Torque	627 lb-ft / 850 Nm @ 1600 rpm	664 lb-ft / 900 Nm @ 1700 rpm
Transmission	8-Speed Automatic (ZF)	8-Speed Automatic (ZF) w/ "Low" Mode
Drivetrain	All-Wheel Drive (AWD)	All-Wheel Drive (AWD)
Steering	All-Wheel Steering	All-Wheel Steering
Suspension Highlights	Planar System, Flagbearer, Air Suspension	Planar System, Flagbearer, Air Suspension
0-60 mph (Claimed/Est.)	4.6 - 4.8 sec ⁷	4.6 sec ¹⁴ (Est. 4.2 sec ⁷)
Top Speed (Limited)	155 mph ⁷	155 mph ⁷
EPA Fuel Economy (C/H/Cb)	12 / 19 / 14 mpg ⁷	12 / 19 / 14 mpg ⁷

Wheelbase	129.7 in (Std) / ~136.4 in (Ext)	129.7 in
Length	~218.3 in (Std) / ~225.0 in (Ext) ⁷	~218.8 in ⁷
Width (Body)	~77.9 in ⁷	~77.9 in ⁷
Height	~61.9 in ⁷	~61.9 in ⁷
Curb Weight (Est.)	~5700 lb ⁷	~5500 lb ⁷

Note: Dimensions and weights are approximate and may vary based on specification and source. Extended wheelbase adds approx. 6.7 inches (170mm) to length and wheelbase.

IV. Design Language: A Study in 'Post-Opulence'

The exterior and interior design of the 2025 Rolls-Royce Ghost Series II adheres to the marque's philosophy of 'post-opulence' – a concept emphasizing minimalist purity, reductive surfacing, and intelligent, unobtrusive luxury.⁹ Under the guidance of Julianne Blasi, Head of Exterior Design¹, the Ghost Series II aims to be less overtly ostentatious, serving instead as a "potent canvas" upon which clients can express their individual tastes through Bespoke commissions.¹ The result is a monolithic form characterized by serene surfaces and meaningful refinements.¹

Exterior Refinements:

The Series II updates subtly evolve the Ghost's established aesthetic. The front fascia presents a distilled, contemporary look, centered around the iconic Pantheon grille.⁴ The grille itself is illuminated and features vanes that are smoother in section and fit flush with the surrounding bodywork, originally designed to aid airflow.⁴ Flanking the grille are updated headlight graphics and a new daytime running light (DRL) signature, described as forming a "Distinct Horizon Line"⁸ or adopting an "L" shape.¹¹ These lighting elements flow outwards from the lower grille section towards the front wings, visually emphasizing the vehicle's substantial width (2148mm or 84.6 inches, likely including mirrors).⁴ Below the grille, new chrome embellishments create a 'floating' visual plinth for the Spirit of Ecstasy mascot, while an aero-inspired blade element adds visual strength.⁴ The Black Badge variant distinguishes itself further with a more angular lower front fascia treatment, devoid of bright chrome, and for the first time on

a Ghost, features black door handles, grille, Spirit of Ecstasy, and badging.⁸

At the rear, the Ghost Series II adopts a new tail lamp configuration inspired by the Spectre electric coupé.⁴ Twin vertical light panels are framed by curved chrome elements, subtly inscribed with the double 'R' monogram, harmonizing the side and rear surfaces.¹ Complementing the design are new 22-inch wheel options, including two 9-spoke designs – one fully polished, the other part-polished.¹ The Black Badge model receives its own distinct 22-inch forged wheels with a two-tone, seven-spoke design.¹¹ The body itself retains the signature Rolls-Royce coach doors (reverse-opening rear doors)¹⁸ and emphasizes seamless flow, achieved through meticulous hand-welding of the aluminum structure to minimize shutlines and extraneous details.⁹

Interior Sanctuary:

Stepping inside the Ghost Series II reveals a sanctuary of calm and curated luxury. The cabin feels exceptionally spacious, with an intentional scaling-up of elements to match the car's generous proportions.¹⁷ The focus remains steadfastly on exquisite craftsmanship, the use of authentic, precious materials, and sophisticated illumination.⁸ While technologically advanced, the interior avoids overwhelming occupants with screens or excessive buttons, maintaining a relatively simple, uncluttered layout that prioritizes tactile quality and aesthetic harmony.⁹

A defining feature of the Series II interior is the new pillar-to-pillar glass panel that spans the dashboard.¹ This houses the digital instrument cluster and the Central Information Display touchscreen. On the passenger side, integrated within this glass expanse, is the new Spirit of Ecstasy Clock Cabinet – a vitrine containing a traditional analogue timepiece alongside an up-lit, mirror-polished stainless-steel figurine of the iconic mascot.¹ Another option is the Bespoke Illuminated Fascia, featuring intricate patterns inspired by the night sky or custom motifs designed in collaboration with the client.¹ The ethereal Starlight Headliner, composed of hundreds of fiber-optic lights, remains a popular option and now incorporates a special acoustic membrane to enhance the audio experience.¹

Rolls-Royce introduces novel materials for the Series II interior, expanding the Bespoke palette. Grey Stained Ash is a new open-pore wood veneer, hand-stained and enriched with metallic particles for a subtle shimmer.¹ Perhaps more revolutionary is Duality Twill, a luxurious rayon fabric derived from bamboo fibres.¹ Creating a full Duality Twill interior is an intricate process involving 2.2 million stitches and over 11 miles of thread, available in three base colours with 51 thread hues for embroidery.¹

Another innovative technique is Placed Perforation, where patterns and even three-dimensional effects are created in the leather upholstery using tiny perforations of varying sizes – up to 107,000 perforations can be used to craft intricate designs.¹

The introduction of materials like Duality Twill, derived from sustainable bamboo, alongside highly technical craft processes like Placed Perforation, signals an important evolution in Rolls-Royce's approach to luxury. While traditional mainstays like the finest leathers and wood veneers remain central, the marque is clearly exploring innovative textures, sustainable sources, and advanced techniques. This broadens the definition of automotive luxury beyond the conventional, catering to evolving client preferences for novelty, intricate craftsmanship, and potentially more environmentally conscious choices, all while maintaining the uncompromising standards expected of the brand.

Dimensions:

The Ghost Series II maintains its substantial presence. Length is approximately 5546mm (218.3 inches) for the standard wheelbase⁹, with slight variations noted in different sources.⁷ Width is cited as 2148mm (84.6 inches), likely including mirrors⁴, or 1978mm (77.9 inches) for the body alone.⁷ Height stands at around 1571mm (61.9 inches)⁷, and the standard wheelbase measures 129.7 inches.⁷ The Ghost Extended Series II adds a significant 170mm (6.7 inches) to the wheelbase and overall length, entirely dedicated to enhancing rear passenger legroom.¹ Luggage capacity in the trunk is generous, typically cited around 17.3 to 18 cubic feet.⁷

V. Integrated Luxury: Technology, Features, and Comfort

The 2025 Ghost Series II seamlessly integrates advanced technology to enhance comfort, convenience, and connectivity, all while preserving the serene Rolls-Royce ambiance. The centerpiece of the digital experience is the new SPIRIT operating system, presented within the elegant pillar-to-pillar glass display.¹ This system governs the Central Information Display, which features a responsive touchscreen⁴, and the digital instrument cluster behind the steering wheel. A novel aspect of SPIRIT is the ability for clients to customize the color of the digital instrument dials, allowing for personalization that complements the chosen interior or exterior palette – extending Bespoke commissioning into the digital realm.¹ Standard smartphone integration includes wireless Apple CarPlay and Android Auto compatibility.⁷

Connectivity extends beyond the cabin through the integration of Whispers, Rolls-Royce's exclusive private members' application, directly into the SPIRIT system.¹ This allows owners to interact with their vehicle remotely, performing functions such

as sending navigation destinations directly to the car, viewing its current location, and managing locking status.¹ This deeper integration transforms the vehicle into a more central node within the owner's connected lifestyle, managed through an exclusive digital portal. Further enhancing connectivity are an upgraded Wi-Fi hotspot for occupants¹ and conveniently located USB-C charging ports.¹

The auditory experience in the Ghost Series II is equally sophisticated. The standard configuration features an 18-speaker Bespoke Audio system⁸, further enhanced in the Series II with an upgraded, more powerful 1400-watt amplifier.¹ An advanced design utilizes the car's substantial aluminum sill sections as resonance chambers for low-frequency speakers, effectively turning parts of the vehicle structure into components of the sound system for rich, immersive bass.⁴ For the ultimate audio environment, the optional Bespoke Audio system incorporates 'speakerless' exciters integrated into the headliner. These work in conjunction with the Starlight Headliner's special acoustic membrane to create an expansive overhead soundstage.¹ Two active microphones constantly monitor ambient noise and adjust the sound balance for optimal clarity.¹

The rear cabin remains a haven of luxury, particularly in the Ghost Extended Series II. Optional reclining Serenity Seating transforms the rear into a mobile spa-like environment.¹ Rear passengers benefit from dedicated entertainment screens, now capable of connecting up to two streaming devices simultaneously. A newly developed interface allows independent streaming selection and also manages seating functions like heating, cooling, and massage.¹ Passengers can pair their own Bluetooth headphones for private listening.¹ For celebratory journeys, the Extended model offers an optional Champagne cooler discreetly housed between the rear seats, featuring two chilling modes optimized for non-vintage (6°C) and vintage (11°C) Champagne.¹ Optional automatic folding picnic tables deploy elegantly from the front seatbacks.⁸

Standard comfort and convenience features abound, including multi-way power-adjustable front seats with heating, ventilation, massage functions, and memory settings.¹⁸ The steering column is also power-adjustable with memory.¹⁸ Multi-zone automatic climate control ensures personalized comfort for all occupants.¹⁸ Signature Rolls-Royce touches include soft-close doors¹⁸, a power-operated trunk lid¹⁸, and proximity keyless entry with push-button start.¹⁸ Luxurious optional appointments like deep-pile Lambswool floor mats further enhance the tactile experience.⁸

A comprehensive suite of standard driver-assistance systems (ADAS) provides safety

and convenience. This typically includes Adaptive Cruise Control, often with a Traffic Stop-Go function ⁷, Forward Collision Warning with Automated Emergency Braking and Pedestrian Detection ⁷, Lane Departure Warning and Lane Keeping Assist ⁷, and Blind Spot Monitoring.¹⁸ Parking is aided by standard front and rear sensors and an Aerial View Camera System providing a 360-degree perspective.¹⁸ For enhanced visibility in low-light conditions, Night Vision Assist is available as an option.¹⁸ The Rolls-Royce Assist system provides Emergency SOS capability ¹⁸, and a full complement of airbags, including driver and passenger knee airbags, ensures occupant protection.¹⁸

VI. The World of Bespoke: Commissioning Automotive Art

Acquiring a Rolls-Royce is fundamentally different from purchasing a conventional automobile; it is an act of commissioning, a collaborative process resulting in a unique expression of the owner's personality and taste.²⁵ The marque emphasizes that every motor car departing the Home of Rolls-Royce in Goodwood is entirely unique to its owner.²⁵ The Bespoke program offers virtually limitless possibilities for personalization ²⁶, and the Ghost Series II has been explicitly designed to serve as a "potent canvas for creativity," encouraging clients to explore these possibilities.¹

The journey often begins with the online configurator, a tool allowing prospective owners to explore options and visualize their initial design concepts.²⁵ However, this digital platform serves primarily as a guide; the true Bespoke process unfolds through close collaboration with authorized Rolls-Royce dealerships ²⁵ and, for more intricate commissions, directly with the Bespoke Collective – a dedicated team of designers, engineers, and craftspeople based at Goodwood.¹ Rolls-Royce is also expanding its network of Private Offices globally to provide dedicated, immersive environments for these consultations.¹

The scope of Bespoke customization is staggering. It starts with the exterior finish, where clients can choose from a palette of over 44,000 existing colors or commission entirely unique hues, such as the new Mustique Blue introduced for Series II.³ Intricate, hand-painted Coachlines can be applied along the flanks of the car.²⁷ Inside, the choice of materials is vast, encompassing the finest leathers in countless colors and combinations, exquisite wood veneers like the new Grey Stained Ash, and innovative textiles such as Duality Twill.¹ Every detail can be personalized, from the color and style of stitching and piping to the application of monograms or embossments on the leather.²⁷ Unique features like the Starlight Headliner can be configured with custom constellations, and the Illuminated Fascia can display personalized motifs.¹ The innovative Placed Perforation technique allows for the creation of unique artworks

within the leather itself.¹ Even seemingly minor details, such as the finish of the Spirit of Ecstasy mascot, the color of the umbrellas stowed in the doors, or the hue of the key fob, are subject to Bespoke specification.²⁷ This philosophy extends to associated lifestyle items, with Rolls-Royce offering Bespoke luggage collections like the Escapism and Duality lines, designed to complement the vehicle's aesthetic.⁸

Significantly, the Bespoke program for the Ghost Series II extends into the digital realm. Through the SPIRIT operating system, clients can now customize the color of the digital instrument dials to perfectly match their chosen interior or exterior scheme.¹ This represents a notable evolution, bridging the gap between traditional physical craftsmanship and the modern digital interface. It offers a new layer of personalization that reflects the increasing integration of technology into the luxury experience, allowing owners to tailor even the car's software interface as part of their unique commission.

Naturally, such extensive personalization comes at a cost. Bespoke commissions significantly increase the final price of the vehicle. While specific costs vary wildly depending on the complexity, it's noted that clients often allocate substantial portions of their budget to personalization – figures like 10% of the purchase price⁸ or high five-figure sums for a single element like a hand-painted dashboard¹⁴ are mentioned. Dealer inventory listings consistently show final MSRPs for Ghost models far exceeding the base price, with figures ranging from \$434,725 to \$508,800 cited for specific 2025 Ghost examples.¹⁰ This underscores the reality that the base MSRP is merely a starting point for a truly individualized creation.

VII. Market Context: Pricing and Positioning

The 2025 Rolls-Royce Ghost Series II occupies the upper echelon of the ultra-luxury sedan market, with a price structure reflecting its hand-built quality, exquisite materials, advanced engineering, and unparalleled brand prestige. Estimated base Manufacturer's Suggested Retail Prices (MSRP) in the United States provide a starting point for understanding its market positioning:

- **Ghost Series II (Standard Wheelbase):** Estimated to start in the range of **\$355,000 to \$370,000**.⁷ Some sources may cite slightly lower or higher figures, but this range captures the general consensus.
- **Ghost Extended Series II:** Estimated to start around **\$407,000 to \$410,000**, reflecting the premium for the additional rear cabin space.⁷
- **Black Badge Ghost Series II:** Estimated to start between **\$420,000 and \$430,000**, commanding a premium for its increased performance, specific

tuning, and distinct darkened aesthetic.⁷

It is imperative to reiterate that these figures represent the base MSRP before the addition of optional equipment and, crucially, Bespoke commissions. As highlighted previously, the vast majority of Rolls-Royce vehicles are heavily personalized, leading to final transaction prices that are significantly higher than the base figures. It is common for well-optioned Ghost Series II models to exceed \$500,000, as evidenced by dealer inventory examples.¹⁰

The value proposition of the Ghost Series II extends far beyond its function as transportation. It is positioned as a definitive statement of success, an embodiment of automotive artistry, and a symbol of discerning taste.⁷ It competes in a rarefied segment where exclusivity, craftsmanship, and the ability to create a truly unique vehicle are paramount considerations for buyers. When compared to its primary competitors, the Ghost's higher starting price reflects its positioning at the very pinnacle. The Bentley Flying Spur, while exceptionally luxurious, typically starts at a lower price point (around \$276k for the 2025 PHEV).⁷ The Mercedes-Maybach S-Class, offering impressive luxury and technology, begins at a considerably lower threshold (around \$205k).²⁸ The Ghost Series II justifies its premium through the depth of its Bespoke program, the unique character of its V12 powertrain, the unparalleled serenity of its ride, and the enduring cachet of the Rolls-Royce marque.

Table 2: 2025 Rolls-Royce Ghost Series II - Estimated Pricing

Trim Level	Estimated Base MSRP (USD)	Key Distinguishing Features
Ghost Series II	~\$355,000 - \$370,000	Standard Wheelbase, 563 hp V12, Core Luxury Features
Ghost Extended Series II	~\$407,000 - \$410,000	+6.7 inches Wheelbase/Rear Legroom, 563 hp V12
Black Badge Ghost Series II	~\$420,000 - \$430,000	Standard Wheelbase, 591 hp V12, Enhanced Dynamics, Darkened Trim

Note: Prices are estimates and exclude destination charges, taxes, options, and Bespoke commissions. Actual prices are set by dealers and vary significantly based

on final specification.

VIII. Behind the Wheel: Expert Impressions and Reviews

First drive impressions and professional reviews of the 2025 Rolls-Royce Ghost Series II consistently affirm its mastery of ultra-luxury motoring, highlighting both the preservation of core Rolls-Royce virtues and the successful integration of new refinements.

Ride Comfort and Serenity: The defining characteristic remains the legendary "Magic Carpet Ride".² Reviewers universally praise the Ghost's exceptional ability to isolate occupants from the road surface, delivering sublime smoothness, profound quietness, and an unparalleled sense of serenity and effortlessness.² The sophisticated Planar Suspension and proactive Flagbearer systems are credited with effectively neutralizing bumps and undulations, creating an experience akin to "flight on land".¹ The cabin environment is often described using terms like "library-quiet" or a "sensory-deprivation cocoon" [³¹ (Phantom ref), ²⁴].

Performance Delivery: The twin-turbo V12 engine is lauded for its smooth, potent, and instantly available power.² Acceleration is described as "purifying" ⁸ and utterly effortless, thanks to the abundance of torque delivered from very low RPM.⁹ The engine operates with remarkable quietness under normal driving conditions, only making its presence known with a refined V12 sound when pushed hard.²⁴

Handling and Dynamics: Despite its considerable size and weight (estimated between 5,500 and 5,700 lbs, or around 2,490 kg) ⁷, the Ghost Series II exhibits competent and confident handling. The integration of all-wheel drive and all-wheel steering contributes significantly to its stability and maneuverability.¹ While reviewers are clear that it is not intended as a sports sedan, it manages its mass admirably and can be driven with poise.⁹ The Black Badge variant offers a noticeably sharper character, with specific suspension tuning and the "Low" transmission mode providing quicker responses and a more engaging feel for those who desire it, though it doesn't transform the fundamental nature of the car.⁸

Luxury Experience: The overall ambiance is consistently rated as exceptional. The cabin is described as "posh" and "Bespoke," showcasing meticulous attention to detail and the use of the highest quality materials – fine leathers, genuine wood veneers, and polished metals.⁴ Features like the optional Starlight Headliner, the new Spirit of Ecstasy Clock Cabinet, and the available Serenity Seating are highlighted as elements

that elevate the luxury experience to extraordinary levels.¹

Technology Usability: The integration of the new SPIRIT operating system and the pillar-to-pillar glass display is generally viewed positively. The system is described as intuitive, with the large touchscreen responding quickly.⁴ Wireless Apple CarPlay and Android Auto function seamlessly.¹⁷ Driver assistance features are comprehensive and operate smoothly.⁷ A key point often raised by reviewers is the successful balance Rolls-Royce has struck: the technology is advanced and capable, yet it doesn't dominate the cabin or detract from the traditional luxury feel. Physical controls for essential functions remain, and the overall interface avoids becoming overly complex or distracting.⁹ Shortcut tabs for frequently used functions are noted as a user-friendly touch.⁸

A recurring theme across reviews is the observation that while the Ghost Series II embraces technological advancement, this technology is purposefully employed to enhance the fundamental Rolls-Royce experience of effortless luxury, serenity, and comfort. It supports, rather than supplants, the traditional values of craftsmanship, material quality, and tactile engagement. This careful equilibrium is perceived as a critical factor in the Ghost's success, ensuring that modernity complements, rather than compromises, the timeless appeal of the marque.

IX. The Competitive Set: Ghost Among Giants

The 2025 Rolls-Royce Ghost Series II competes at the apex of the automotive world, within the exclusive realm of ultra-luxury sedans. While benchmarks like the Rolls-Royce Phantom exist at an even higher tier⁷, the Ghost's most direct competitors are the Bentley Flying Spur and the Mercedes-Maybach S-Class sedan.²

Bentley Flying Spur:

Often positioned as a slightly more driver-oriented alternative within the segment, the Flying Spur blends opulent luxury with impressive dynamic capabilities.²³ For 2025, Bentley has made a significant powertrain shift, replacing the venerable W12 engine (in most trims) with a new, high-performance plug-in hybrid system combining a twin-turbo V8 with an electric motor, reportedly producing a combined 771 horsepower.² This presents a stark contrast to the Ghost's traditional twin-turbo V12. Inside, the Flying Spur boasts exquisite craftsmanship synonymous with Bentley, featuring glove-soft leathers, fine wood veneers, and intricate metalwork, with extensive personalization available through Bentley's Mulliner division.²³ A key differentiator is price: the Flying Spur's starting MSRP (around \$276,450 for the 2025 model) is significantly lower than that of the Ghost Series II.⁷

Mercedes-Maybach S-Class (S 580 / S 680):

Representing the pinnacle of the Mercedes-Benz S-Class lineup, the Maybach variant focuses heavily on technology, rear-seat comfort, and a smooth, refined driving experience.² While

undeniably luxurious, its exterior design is often perceived as less distinct from its standard S-Class sibling compared to the visual separation Rolls-Royce and Bentley achieve from their respective parent companies.²⁷ Powertrain options include a potent twin-turbo V8 (S 580) and, notably, a smooth twin-turbo V12 (S 680), offering a direct engine competitor to the Ghost.² The Maybach S-Class delivers exceptional comfort and is laden with cutting-edge technology, though its level of bespoke customization (through the Manufaktur program) and overall brand exclusivity may not reach the heights of Rolls-Royce or Bentley.² Its most significant advantage is its price point, starting considerably lower than the Ghost (around \$204,650).²⁸

Comparative Analysis:

The 2025 Rolls-Royce Ghost Series II distinguishes itself from these formidable competitors through several key attributes:

- **Powertrain Character:** Its commitment to the twin-turbo V12 offers a unique blend of effortless torque, supreme smoothness, and traditional prestige, contrasting with Bentley's shift towards high-performance hybrid technology and Maybach's offering of both V8 and V12 options.
- **Bespoke Personalization:** While Bentley Mulliner and Mercedes-Maybach Manufaktur offer extensive customization, the depth, breadth, and sheer artistic potential of the Rolls-Royce Bespoke program remain unparalleled, allowing for the creation of truly one-of-a-kind automotive statements.
- **Ride Philosophy:** The Ghost prioritizes serene isolation and the "Magic Carpet Ride" above all else, arguably achieving a level of refinement that sets the benchmark, potentially trading some dynamic edge compared to the Bentley.
- **Brand Cachet and Exclusivity:** The Rolls-Royce nameplate carries an unmatched aura of exclusivity and heritage, commanding a significant price premium that reflects its status as the ultimate symbol of automotive luxury.
- **Design Approach:** The Ghost's 'post-opulent' design offers a distinct aesthetic compared to the potentially more athletic lines of the Flying Spur or the technologically focused, S-Class-derived form of the Maybach.

Table 3: Ultra-Luxury Sedan Competitor Matrix (2025 Models)

Feature / Metric	Rolls-Royce Ghost Series II	Bentley Flying Spur (Hybrid)	Mercedes-Maybach S-Class (S 680)
Model	Ghost Series II	Flying Spur Speed Edition T (PHEV)	Maybach S 680 4MATIC

Base MSRP (Est. USD)	~\$355,000 - \$370,000 ⁷	~\$276,450 ⁷	~\$235,000 (Est. for V12) ²⁹
Engine Type	6.75L Twin-Turbo V12	V8 Twin-Turbo + E-Motor (PHEV)	6.0L Twin-Turbo V12
Power (HP)	563 hp (Std) / 591 hp (BB) ⁷	771 hp (Combined) ²³	621 hp (Est.)
Key Luxury Highlight	Unparalleled Bespoke Customization	Mulliner Craftsmanship, Dynamic Luxury	Executive Rear Seat Comfort
Key Tech Highlight	SPIRIT OS, Whispers App Integration	Performance Hybrid System, Infotainment	MBUX Interface, Advanced Driver Assist
Brand Focus / Image	Ultimate Serenity, Exclusivity, Status	Grand Touring Performance, Heritage	Technological Opulence, Refinement

Note: Prices and specifications are estimates for 2025 models and subject to change. Bentley Flying Spur PHEV power cited from Car and Driver. Maybach S 680 price estimated based on previous model years and positioning.

X. Availability and Acquisition

The 2025 Rolls-Royce Ghost Series II is confirmed to be in production, with sales underway for the current model year.¹⁶ Prospective clients can commission their vehicles through the global network of authorized Rolls-Royce dealerships.⁴ Examples of the 2025 Ghost Series II, including demonstrator models, are already listed in dealer inventories, indicating availability for viewing and purchase.¹⁰

While specific production timelines or order backlogs are not detailed in the available information, the process of commissioning a Rolls-Royce, particularly one involving significant Bespoke personalization, inherently requires time for consultation, design finalization, and meticulous hand-assembly at the Goodwood facility. Dealerships play a crucial role in managing this process and providing estimated delivery schedules to clients.

Importantly, the launch of the Series II refresh includes the simultaneous availability of all primary variants: the standard wheelbase Ghost Series II, the Ghost Extended Series II (providing an additional 170mm of rear legroom), and the performance-oriented Black Badge Ghost Series II.¹ This concurrent rollout across the core Ghost lineup suggests Rolls-Royce recognizes distinct and established demand for each variant and aimed to present a cohesive, fully updated range from the outset of the refresh, catering immediately to the diverse preferences within its clientele.

The Ghost Series II is offered globally, with specific mentions of availability and pricing details emerging for markets such as the United States¹¹ and India.³ The marque's commitment to serving its international clientele is further underscored by the ongoing expansion of its Bespoke Private Offices in key locations worldwide, designed to provide dedicated support and an immersive commissioning experience.¹

XI. Conclusion: The Definitive Statement

The 2025 Rolls-Royce Ghost Series II stands as a masterful reaffirmation of the marque's enduring principles, expertly adapted for the contemporary ultra-luxury landscape. It is not a revolution, but a sophisticated evolution, refining the successful formula of its predecessor with targeted enhancements driven by technological progress and, crucially, the desires of its discerning clientele.

This refreshed Ghost masterfully blends the silken, effortless power delivery of its signature 6.75-liter twin-turbo V12 – a likely high-water mark for such powertrains in this segment – with the unparalleled serenity of its 'Magic Carpet Ride'. The integration of the SPIRIT digital architecture, enhanced connectivity through the Whispers app, and subtle yet impactful design updates bring the Ghost firmly into the modern era without compromising its core identity. Furthermore, the expansion of the Bespoke program, incorporating novel materials like Duality Twill, advanced techniques like Placed Perforation, and even digital customization options, elevates the Ghost Series II beyond a mere automobile into a unique canvas for personal expression.

Positioned against formidable rivals like the dynamically impressive Bentley Flying Spur and the technologically rich Mercedes-Maybach S-Class, the Ghost Series II carves its own distinct niche. It prioritizes ultimate comfort, profound isolation, and the sheer depth of its personalization potential above all else, commanding a price that reflects its status as the definitive statement in driver-focused (relative to the Phantom) ultra-luxury.

In essence, the 2025 Rolls-Royce Ghost Series II represents a compelling synthesis of

tradition and modernity. It is a testament to the enduring allure of V12 power and meticulous craftsmanship, seamlessly interwoven with the digital conveniences and aesthetic sensibilities of the 21st century. For those seeking the ultimate expression of automotive luxury, serenity, and individuality, executed with inimitable Rolls-Royce style, the Ghost Series II presents an undeniably compelling proposition.

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