RROC
SHOWCASE
A CELEBRATION OF DESIGN & LUXURY

STRIVE FOR PERFECTION

ROLLS-ROYCE
OWNERS' CLUB

Dear Sponsor,

Welcome to the Strive for Perfection media pack, which includes a selection of materials that will enable you to make the most of your involvement in this project.

We hope that you have enjoyed working with St James's House and that you are happy with the finished product. As a partner organization, your association with the project provides you with a host of benefits, including unique networking and publicity opportunities. Indeed, in addition to appearing in the publication, profile partners gain the right to publicize their association with the book in their own marketing and PR.

To this end, this pack contains the following:

- a press release that can be used and adapted to suit your own needs
- a list of pre-approved strap lines that can be used in your marketing materials
- a full list of contacts for the project.

We encourage our sponsors to make they most of these materials and to publicize their association with the project as much as possible. All we ask is that you run any press release, website announcement, etc. by us first so that we can ensure the project is being represented accurately.

Should you wish to obtain additional copies of the book for events, clients, stakeholders, or staff, please contact Katie Shale (katie.shale@stjamess.org). Extra copies can be purchased in boxes of four at $199 per box plus postage and packaging. Orders are subject to availability.

We would like to take this opportunity to thank you for your support and involvement in this publication, and we hope to work with you again in the future. If you have any questions or comments, please don't hesitate to get in touch.

Kind regards,

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PRESS RELEASE

Issued: August 1, 2016
For immediate release

Rolls-Royce Owners' Club launches new book in North Carolina

North Carolina, August 4, 2016—More than 500 Rolls-Royce Owners' Club (RROC) members and VIP guests will gather at the Grove Park Inn in Asheville, North Carolina on Thursday to celebrate the launch of the club's new publication *Strive for Perfection*.

The 296-page hardback publication explores the living legacy of the world's most famous marque, Rolls-Royce. Profiling models old and new, the book celebrates the company's unceasing pursuit of excellence–an ethos that earned it the status of "best car in the world". Written by a select group of motoring experts and enthusiasts, *Strive for Perfection* has been produced by London-based publisher St James's House in partnership with the RROC.

The book's launch will be one of the highlights of the RROC's 64th Annual Meet—a major, week-long event that attracts owners and enthusiasts from across the country—and will be an opportunity for club members and guests to join St James's House for a champagne and canapé reception. The publication will be officially presented to the club at the launch event, surrounded by the meet's beautiful, award-winning Rolls-Royce and Bentley motorcars.

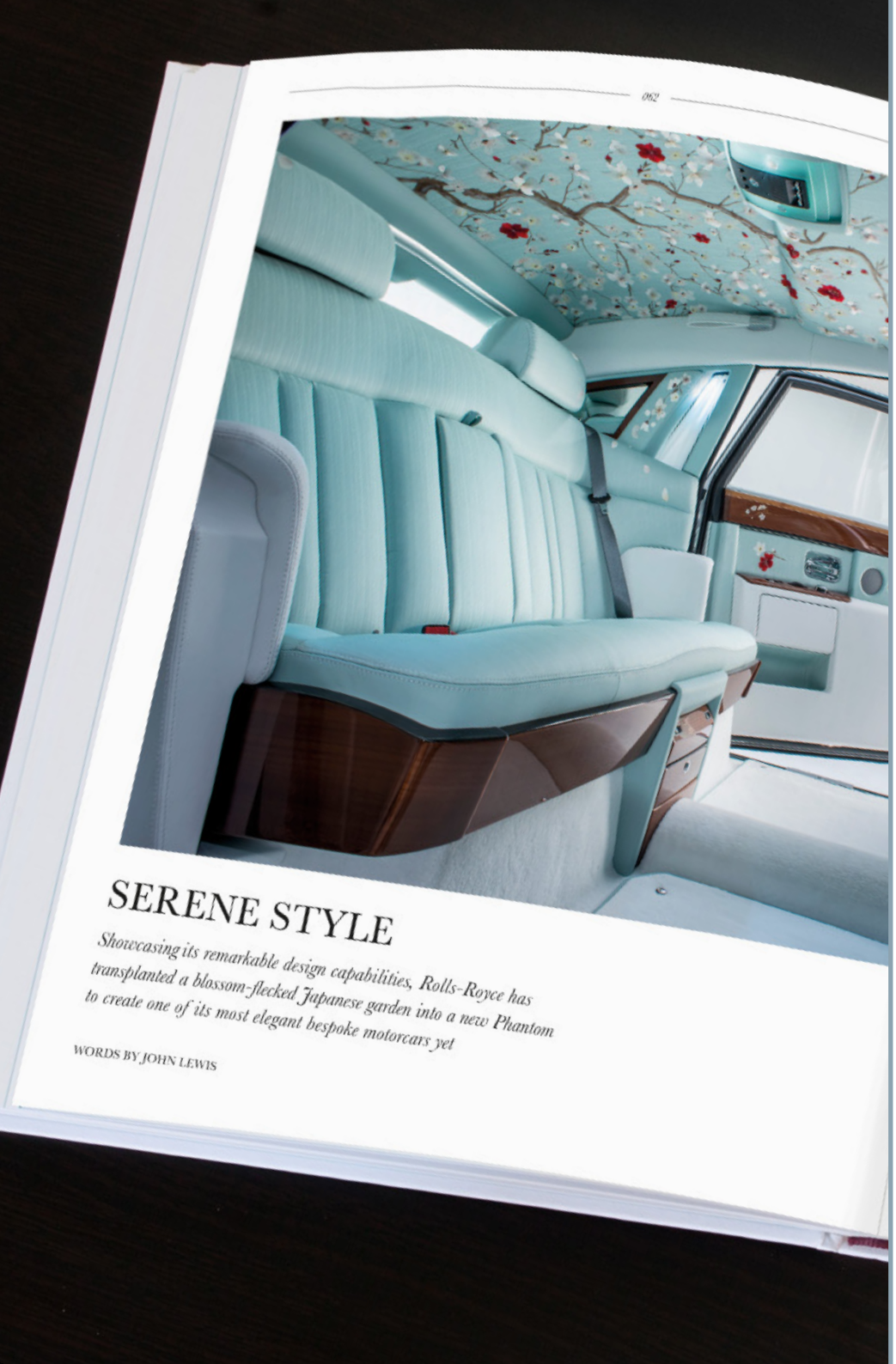
Richard Freed, Managing Director at St James's House, says: "Working with the RROC has been an absolute pleasure and we are very excited to be launching the publication at the club's fantastic annual meet."

Ends

Notes to editors

For more information about the event, please contact Katie Shale, Events Manager, on +44 (0)20 8371 4026 (katie.shale@stjamess.org). For more information about the book, please contact Stephen Mitchell, Editor, on +44 (0)20 8371 4045 (stephen.mitchell@stjamess.org).

St James's House is a leading custom publisher based in London. High-resolution photos of Strive for Perfection are available on request.



STRAP LINES

To assist you in making the most of your association with this project, here is a selection of authorized strap lines for you to use in your own marketing material:

- an official sponsor of the publication *Strive for Perfection*
- a patron of the publication *Strive for Perfection*
- an official project partner for the publication *Strive for Perfection*
- an editorial contributor to the publication *Strive for Perfection*
- a company featured in the publication *Strive for Perfection*
- a company profiled in the publication *Strive for Perfection*

The above phrases have been developed and agreed to provide you with flexibility in how you promote your association with this project. Where relevant, you are permitted to drop the word “official”, if you prefer. Furthermore, in the interests of consistency, we have been asked to point out that the book title should appear in italics and that “Rolls-Royce” is hyphenated.

If you are keen to use terminology that is not featured in the above list, please contact Richard Freed using the details that follow.

As a profile partner, you share the license to the copyright of your feature, which you are ultimately entitled to reprint, distribute, or display as you see fit—i.e. as a press release, on websites, in your offices, at fairs, expos, by email, in booklet form, etc. We do ask, however, that you please run any related press release by us before it goes into circulation, just so that we can ensure that it reflects the project accurately.

SOCIAL MEDIA

We will be tweeting about events in and around the Annual Meet throughout the week. Please feel free to follow us @Media_SJH and join the conversation using #striveforperfection.

CONTACT LIST

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