



P A R K W A R D

A TRADITION OF EXCELLENCE

In 1919, W.H. Park and C.W. Ward founded their business to produce high-class coachwork for various makes of chassis. By 1920, having built their first body on a Rolls-Royce chassis, they had begun to establish what would become a world renowned partnership.

Indeed, so renowned that less than a decade later, over ninety percent of Park Ward's output was on Rolls-Royce chassis. Park Ward's relationship with Rolls-Royce & Bentley flourished to the point where Park Ward saloon and limousine bodies accounted for more of the finished 1930's Rolls-Royce Wraith chassis than any other coachbuilder.

Park Ward continued to expand and experiment, and in 1936 they patented an all-steel body framework which was lighter and much more rigid than the traditional wood.



1933 Phantom II Park Ward Touring Saloon



1957 Silver Wraith Park Ward Touring Saloon

It was their ability to sustain output of quality coachbuilt bodies that led to Rolls-Royce acquiring Park Ward & Co., in 1939.

Rolls-Royce engineers preferred Park Ward bodies on their prototype cars due to their superior build quality. In later years, Park Ward concentrated on bespoke motor cars as well as continuing to produce experimental bodies.

In 1947, what is perhaps the archetypal Park Ward motor car, the Rolls-Royce Silver Wraith long wheelbase saloon, was introduced providing a longer rear door and enlarged rear quarter light to improve forward vision and allow for more elegant access and egress for rear occupants. The long wheelbase Silver Cloud of 1957, commissioned by Rolls-Royce, also embodied these styling characteristics.

Park Ward's expertise in all-steel coachwork stood the company in good stead when Rolls-Royce adopted monocoque construction techniques for their Silver Shadow in 1965. The company subsequently produced the Silver Shadow long wheelbase in 1969, succeeded in 1977 by the Silver Wraith II.

In more recent years Park Ward reinterpreted their styling hallmarks as witnessed in the Silver Spur Touring Limousine of 1991 and Silver Spur Park Ward of 1997.

The long tradition of Park Ward motor cars continues today with the introduction of the Rolls-Royce Park Ward, an all new touring saloon based on the Rolls-Royce Silver Seraph. The ultimate contemporary expression of Rolls-Royce coachbuilding and personal commissioning.



A Park Ward Touring Saloon advertisement, September 1950





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ROLLS-ROYCE TOURING SALOON



Coachbuilt Tradition: Meticulous attention has been devoted to preserving the flow and sweep of the body style line, first seen at the unveiling of the Silver Seraph. While it is predominantly the rear half of the body shell that has been extended, the effect has been superbly balanced by an extension of both the front and rear doors.



Serene Comfort: An extended wheelbase motor car must provide an unequalled soothing environment for its passengers, without compromising roadholding ability. So it is with the Rolls-Royce Park Ward, whose ride and handling characteristics have been refined to provide the serene ride quality and comfort expected of a touring motor car.



Sumptuous Environment: The Rolls-Royce Park Ward is a touring saloon configured for the maximum comfort of two rear passengers. The increased wheelbase offers much improved leg room and cabin space and affords more elegant access to and egress from the motor car both front and rear.



Ambient Control: A larger capacity heating, ventilation and air conditioning system provides for independently directed and controlled ventilation outlets to the rear occupant area. The centre console, extended into the rear cabin, houses the traditional 'Bull's-Eye' ventilation outlets and controls, allowing independent temperature and airflow regulation for the rear compartment.



Personal Commissioning: The increase of rear cabin space offers a theatre within which the Park Ward owner may explore uniquely commissioned combinations of materials, colours, textures and features. These combinations will create an ambience that matches personal tastes and preferences to create an individually tailored motor car.



Individual Rear Seating: The design and layout of the rear seats provides two sumptuous individual seating positions, independently adjustable for both temperature and position. An extended central console, housing a special recessed control panel for rear compartment features, interposes the seats. The console is presented with a classically crafted veneered top roll lid.



All Rolls-Royce motor cars are subject to continuous development and their specifications can change and may differ from those outlined in this publication.
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For more information about the Rolls-Royce Park Ward, or any other Rolls-Royce model,
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