

CONCERNING THE NEW 20 H.P.



ROLLS-ROYCE





# EXPERT OPINIONS

concerning the

## 20 H.P. ROLLS-ROYCE

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**A List of Prices, a Specification  
and other particulars  
will be forwarded on application**

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**ROLLS-ROYCE, LTD.**  
14/15, CONDUIT STREET, LONDON, W.1

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"ROLHEAD, PICCY, LONDON."

Telephone :  
MAYFAIR 6040 (4 lines)



The unprecedented and universal enthusiasm of  
Experts who try, and have practical knowledge  
of all makes of cars, is the best possible  
proof of the perfection of the  
20 H.P. Rolls-Royce.



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## Concerning the 20 H.P. Rolls-Royce Car

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### DRIVING

“To come to the manners of the offspring of a great aristocrat, I have no hesitation in saying that **the car is a delight to drive.**

### STEERING CLUTCH

“The **steering is exceptionally light, and yet steady, and deserves much praise.** The clutch also is commendable, being **perfectly smooth and gentle, but sufficiently responsive.**

### SUSPENSION

“The **suspension is excellent,** and is partly answerable for what is **one of the great charms of the 20 H.P. Rolls-Royce—namely, a swift but well graduated acceleration power.**

### ACCELERATION

### SILENCE

“The other big attraction is the **silent running at all times.**

### THE BEST IN THE WORLD

“That the younger generation **bids fair to uphold worthily the proud position attained by the elder** seems to be a just and reasonable verdict.”

*The Times, 30/1/23.*

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## Concerning the 20 H.P. Rolls-Royce Car

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### QUALITY

" Built to the very **highest ideals of manufacture, performance, and comfort, . . . . .** it is a **worthy companion of its larger, world-famous sister.**

### VALUE

**. . . . . Its behaviour on the road proves that it is worth every halfpenny that is charged for it.**

### RUNNING POWER

" Before the car had travelled more than a mile I realized that the 'baby' Rolls had **all the fascinating individualities of the larger one.** It was 'refined' in its running, it was **supple**, it was **sweet-running**, and it had **far more power than its rating suggests.**

### BRAKES

" The car **holds the road magnificently, the brakes are as good as the best four-wheel patterns**, although they are both on the rear wheels, and **the springing could not be improved.**

### SPRINGING

### DURABILITY

" It is the proud claim of the Rolls-Royce Company that **not one of their cars has ever been taken out of service because it was worn out.** The 20 H.P. is built to the same standard, which means that five or ten years hence **a car bought to-day will be giving the same service, and will be running as silently and sweetly as when new."**

### SERVICE

*Sunday Times, 4/2/23.*



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## Concerning the 20 H.P. Rolls-Royce Car

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### VALUE

### FLEXIBILITY

### BRAKES

### SECURITY

### SILENCE

### ACCELERATION

### REPUTATION

“The new 20 H.P. six-cylinder Rolls-Royce gives the motorist **true value for the price demanded** in its **steadiness and smooth travelling**, the **extraordinary flexibility of the engine**, and its **powerful and efficient brakes**. Several of the new 1923 models have already been through my hands . . . . but so far none of them has given the same **feeling of security and complete safety** on the road as this new 20 H.P. Rolls-Royce.

“This newly designed Rolls engine is **as silent as the older big one** with side-by-side valves, and its **flexibility and acceleration are of the best**.

“From 1907 up to the present time the Rolls-Royce factory has endeavoured to produce the ‘best possible,’ irrespective of the final cost. . . . The new 20 H.P. six-cylinder Rolls-Royce car is not only a credit to these works, but **will maintain the high reputation of its previous products.**”

*Daily Telegraph, 18/1/23.*

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## Concerning the 20 H.P. Rolls-Royce Car

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### SPEED

“It is the unemotional **speed of the thoroughbred**. . . . Up went the speedometer needle—

### SILENCE

twenty, thirty, forty, fifty, sixty. Still **no sound** except the carburetter now sucking in deep draughts of fresh air, and the tyres playing a more rapid melody.

“**The engine might have been absent for all we could hear** through the whole range of speeds. The only indication that we were travelling fast was the countryside slipping past.

### BRAKES

“At sixty the engine was throttled down and the brakes gently applied. The car **came to a standstill within an incredibly short distance**. There was no grinding of brakes, no shuddering of the chassis as a protest ; the feeling was similar to that felt in an electric lift as it is brought to a standstill on the ground floor.

### ACCELERATION

“The rapid **acceleration** and **flexibility** of the engine, the **speed** which the car will attain in a few yards, and the **quick way it can be brought to a standstill**, demonstrated in the London traffic, are a **splendid contribution to safer motoring.**”

### FLEXIBILITY

### SAFETY

*Daily Mail, 9/12/22.*



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## Concerning the 20 H.P. Rolls-Royce Car

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### DESIGN

“On a car like the Rolls-Royce, where such **meticulous care has been expended upon design**, it is dangerous to criticise on theory alone. Practice is safer to abide by. When I returned from the trial run I felt that, if ever I wanted to spend £1,100 on a chassis, it would have to be a 20 H.P. Rolls-Royce. **On it one appreciates the meaning of silence.**”

### SILENCE

### GLIDING

### FLEXIBILITY

“The car **glides away** from the start, and **continues to glide** till it stops, and it is **rare, indeed, that any but top speed is required.**”

### ACCELERATION

“The **quickness of acceleration is a matter of wonder.** One turns round the corner of a street at foot pace, and almost at once the speed runs up to forty miles per hour.

### BRAKING

### DRIVING

### CENTRAL LEVERS

“There is **no sensation of braking . . .** the car seems to be **a delight to drive . . .** the **central gear lever does not in any way interfere with the passenger sitting beside the driver.**”

*Pall Mall Gazette, 14/12/22.*



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## Concerning the 20 H.P. Rolls-Royce Car

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**BEHAVIOUR** “It would be **difficult** for me to imagine any-  
**thing which behaves more creditably** than this  
new smaller sized Rolls-Royce.

**CRITICISM** “It being impossible to succeed without creat-  
**ing a measure of unfriendly envy**, the advent  
of the new model was the signal for quite a  
teacup-storm of criticism. These **critics should**  
**try the car.** That done, they would of one  
**accord for ever hold their peace.**

**PROOF** “One gets the advantage of the engine-design . . . .  
**ACCELERA- in a positively electrical acceleration.** The  
**TION** new car **simply streams away** from the mark  
on all three gears.

**FLEXIBILITY** “On top, the engine picks up from a stand-  
still as does that of no other luxury car.

**PERFORM- “What I saw of its performance suggested that**  
**ANCE it yields its magnificent performance at no**  
**ECONOMY greater fuel-cost** than is entailed in the running  
of **plenty of cars of considerably less power.”**

*Evening News, 5/12/22.*

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## Concerning the 20 H.P. Rolls-Royce Car

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- SILENCE**      “The **transmission** is practically noiseless. The  
**SMOOTHNESS**      **utmost smoothness** characterises the running  
**POWER**      of the engine. It is powerful but absolutely  
unobtrusive.
- SPEED**      “A **high average speed** can be maintained, as  
**FLEXIBILITY**      it is an **exceptional car** for top gear work,  
and fast and powerful on second speed.
- BRAKES**      “If every car had brakes like the 20 H.P.  
Rolls-Royce, there would be less talk of the  
need of front-wheel braking systems.
- STABILITY**      “The way the car holds the road is a **reve-**  
lation, whether at speed or round corners over  
a potholed surface.”

*Daily Express, 4/1/23.*

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- DISTINCTIVE**      “A chassis as **distinctive** in its class as its  
**famously bigger sister . . . .** The **sweetness of**  
**SPRINGING**      **running**, for example, is there. The **springing**  
**is excellent.** The **engine is glorious.** The  
**FLEXIBILITY**      car can be shut down to a **crawl in top gear.**  
She will then **walk away to top speed** with-  
out snatch or jerk at any speed. I have never  
**SWEETNESS**      sat behind a sweeter engine of any make or  
size, which is saying a lot.”

*Sunday Express, 3/12/22.*



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## Concerning the 20 H.P. Rolls-Royce Car

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### ROLLS-ROYCE TRADITIONS AND MANU- FACTURE

“An **exceedingly fine machine**, and **well worthy of the wondrous traditions behind it**.

“It must be remarked at the outset that **Rolls-Royce make motor cars in one way, and all other motor manufacturers in another**.

### SPRINGING

“Although for many years I have made suspension a very careful study and have tried almost every system that has ever been in use, I am quite satisfied that the 20 H.P. Rolls-Royce is **the best sprung car of which I have any knowledge at all**. Not only is it seemingly **impossible for any road surface, however bad, to communicate discomfort to the passengers**, but one can drive it fast, round sharp corners all potholed and berutted, without getting the slightest suggestion of jag or dither. In addition, any **tendency to roll is conspicuous by its absence**.

### BRAKES

“The 20 H.P. Rolls-Royce brakes . . . . are **the best brakes—far and away—that I have ever known**. They are absolutely smooth in action, while their **efficiency is prodigious**, thanks to the way the wheels hold the road.

### REFINEMENT

“It worthily upholds a fine tradition and it offers a **standard of refinement which could not be touched by any other car of its power-class**.”

*Western Mail, 8/12/22.*

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## Concerning the 20 H.P. Rolls-Royce Car

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**MATERIAL  
WORKMAN-  
SHIP**

“One of the first things I did, as an engineer, was to examine the Car in every detail, and in no part could I discover room for improvement. The materials used were of the highest grade, and the workmanship was such as enhanced, to my mind, the already high reputation of the Rolls-Royce workmen.

**SMOOTHNESS**

“I was surprised by the exceptionally smooth running of the car, its big reserve of engine power, its ability to ‘hang on’ on top gear, its instant and smooth response to the brakes, and the rapid acceleration of which it was capable. In these respects I know of no car of equal power . . . . which is even in the same class.

**BRAKES  
ACCELERA-  
TION**

**POWER**

**COMFORT**

**DESIGN**

“It is evident that the greatest attention has been paid to the driver’s comfort, and although I tried all these details from every possible point of view I could not see anything which might be altered or differently arranged to advantage.”

*The Financier, 6/12/22.*



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## Concerning the 20 H.P. Rolls-Royce Car

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- HARDINESS** “Its performance was precisely what I should have anticipated . . . . . One of the first impressions I got is that this is **one of the few British-built cars which you can take on the road in any part of the world.** It is **hardy**, it has a **prompt acceleration** ; and in face of the **flexibility** of the engine . . . . I find that the three speeds furnished are ample.
- ACCELERATION**
- GEARS**
- SUSPENSION** “The **suspension** is of that kind that enables the car to **keep well on the road surface** with the incidental gains of **efficiency** and **safety**. This last point can be appreciated when demonstrating the brakes, both sets of which act on the back wheels. Of course, this is the only sound method . . . . . Either set of the Rolls-Royce **brakes will pull up the car in a very brief space.** . . . . There is no tendency for the wheels to lock, or the car to stagger, . . . . . and the application is quite silent.
- EFFICIENCY**
- SAFETY**
- BRAKES**
- SPRINGING** “The machine is not built merely to give pleasant suspension to the rider when he is travelling on billiard-table surfaces. **It shows up really well when running over surfaces that the motorist would shun in the ordinary way.**
- FLEXIBILITY** The **flexibility of the engine** renders it a very pleasant car to ride in . . . it **opens an entirely new chapter of possibilities.**”

*Illustrated Sporting and Dramatic News, 9/12/22.*

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## Concerning the 20 H.P. Rolls-Royce Car

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- SILENCE** “You cannot but be amazed at the results which have been achieved.
- BRAKES** “This new ‘20’ is the quietest car that I have ever sat in, and it has the best springing and the best brakes I have ever known.
- SPRINGING** “Touching the spring—these are uncannily efficient. As for the brakes—you hear nothing, you feel nothing, you just stop, and in an incredibly short distance too, without the least jar or shudder.
- ACCELERATION  
HILL  
CLIMBING  
SPEED** “The acceleration is very good indeed, even up quite stiff gradients, so that an exceedingly high average speed is available. In short, a Rolls-Royce to the core, and in every way a wonderful production.”  
*The Tatler, 13/12/22.*
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- A REAL  
ROLLS-  
ROYCE** “Our first—almost involuntary—remark after we had ridden in the car for no more than 100 yards was to the effect that it was certainly a Rolls-Royce. From that, much may be deduced.
- SILENCE  
SPRINGING** “The new 20 H.P. Rolls-Royce is particularly silent, well sprung, and is endowed with that peculiar verve and response that are the prerogative of only the best cars.”
- THE BEST** *The Motor, 24/10/22.*



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## Concerning the 20 H.P. Rolls-Royce Car

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### PERFECTION

“The last thing in mind was to build a miniature of the big car. The idea was to build a perfect 20 H.P. car.

### STEERING BRAKES

“When driving the car, it is very apparent that the designer has spared no pains to achieve perfection . . . . The steering is delightful, while the braking is so effective that it completely shakes one’s belief in a four-wheel system being either necessary or desirable. Even in heavy traffic it is possible to drive entirely on the highest ratio. The position of the gear lever is comfortable, nor does it prevent driver and passenger from sharing a rug.

### FLEXIBILITY GEAR LEVER

### SPRINGS

“Despite the flexibility of the springs, their extraordinary ability to absorb shock and the complete absence of rebound, the car held the road well at its maximum speed.”

### STABILITY

*Car and Golf, January, 1923.*

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### PERFECTION

“Anything to be good enough for use on a Rolls-Royce must be made by Rolls-Royce.”

*Sunday Times, 31/12/22.*

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## Concerning the 20 H.P. Rolls-Royce Car

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### TESTING

**"The same scrupulous testing of the components at every stage of manufacture are used in producing the 20 H.P. as are used in producing the 40/50 H.P. I can verify this, inasmuch as no distinction whatever is made between the two models."**

*Referee, 31/12/22.*

### MANU- FACTURING

**"Not a single component comes from the United States . . . . At Derby we saw every single item of the car, with the exception of the springs and the road wheels, in course of manufacture from the raw material . . . . In fact, the extent to which the 20 H.P. Rolls-Royce is manufactured under one roof . . . . is very much greater than it is with most cars."**

*Motor World, 29/12/22.*

### ROLLS-ROYCE REPUTATION

**"The most carping critic has been willing to admit that, as an engineering production, it is worthy to rank with its famous relative, the 40/50 H.P."**

*Autocar, 22/12/22.*



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## Concerning the 20 H.P. Rolls-Royce Car

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### ROLLS-ROYCE REPUTATION

“The purchaser of the ‘Twenty’ may know that he is getting a car in every respect **worthy of the high reputation of the Rolls-Royce.**”

*Illustrated London News, 30/12/22.*

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### MANU- FACTURE

“Both **the 20 H.P. and the 40/50 H.P. chassis are made and assembled side by side**, and not, as might be supposed, in separate shops. Thus they **receive the same personal attention of experts**, and when on the road they carry the same guarantee. The 20 H.P. chassis costs £1,100 to buy, and having seen the whole process of its fashioning, **I am convinced that it is worth every penny asked for it.**”

### VALUE

*Westminster Gazette, 28/12/22.*

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### VALUE

“After inspecting the making of the 20 H.P. Rolls-Royce **one wonders**, not why it costs so much, but **how it can be produced at the price.**”

*The Auto, 28/12/22.*

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### PROOF

“It appears to have **emerged victoriously**, and **those who have driven it are unusually enthusiastic.**”

*Sunday Pictorial, 24/12/22.*

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## Concerning the 20 H.P. Rolls-Royce Car

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### PRECISION

"**Precision** is carried to an extent which . . . . . explains not merely where the money goes in the production of these cars, but why they **give such supreme satisfaction and long service.**"

### LONG LIFE

*The Field, 4/1/23.*

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### QUALITY VALUE

"From start to finish the new chassis is British built, **the high quality of the workmanship is undoubted**, and it may be predicted that once again **a good article will prove to be the cheapest in the long run.**"

*Liverpool Daily Post, 22/12/22.*

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### RELIABILITY LONG LIFE PERFECTION

"It is only after the fullest of experiments and trials that the new model has been adopted as being fit to carry on the **Rolls-Royce traditions of excellence, reliability, and indefinitely long life . . . .** It is this **ideal of perfection**, the working to the smallest decimal of measurement and fitting, after choosing only the highest grade material, that has built up the name of the firm and will perpetuate it in its latest development."

### REPUTATION

*The Scotsman, 21/12/22.*



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## Concerning the 20 H.P. Rolls-Royce Car

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### MATERIALS PRODUCTION TESTING

“The new 20 H.P. Rolls-Royce car **has everything in common with its predecessor** except engine power. . . . The same care in the **selection of materials**, the same **methods of production**, and the same **scrupulous testing** of the component parts at every stage of manufacture are exercised.”

*The Times, 21/12/22.*

### CARE

### THE BEST

### PROOF

“It is only by personal inspection that one can hope to possess an adequate appreciation of the **meticulous care displayed in every phase of the production of these world-famed cars**. There is no differentiation in this respect between the big car and the new 20 H.P. model. **Nothing but the best** that science can evolve is good enough. The **20 H.P. Rolls-Royce is a wonder car of supreme appeal to anyone capable of discrimination**. And you only need a short run to learn that fact.”

*Daily Chronicle, 27/12/22.*

### DESIGN SMOOTHNESS SILENCE

“The new car is a **most alluring design** . . . one is impressed by the remarkable **smoothness** and **silent running** of this wonderful vehicle.”

*The Sphere, 6/1/23.*

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## Concerning the 20 H.P. Rolls-Royce Car

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### PERFECTION

"A *pukka* car, like this new Rolls, has been anything from five to ten years in the making. Its producers decide not to 'release' it until **nobody can pick any holes in it.**"

*Evening News, 12/12/22.*

### ACCURACY FINISH

"It simply is not possible to carry accuracy and fine finish in construction to a higher degree than is the case with this new 20 H.P. Rolls-Royce. The pertinacity of test and the closeness of most of the gauging not merely explain why **Rolls-Royce constructions are of the super-class**, but also why they last. **Who has ever seen a worn-out Rolls-Royce?**"

*The Queen, 4/1/23.*

### LONG LIFE

"Nobody knows the life of a Rolls-Royce car, because none of those built so far has been taken off the road on account of being worn out. For this reason, to those who can afford it, **the new car is an economy at its present price** of £1,100 for the chassis complete. With the exception of the wheels and the body, every detail of the car as it stands on the road for running is made in the Rolls-Royce factory."

### VALUE

*Yorkshire Post, 29/12/22.*



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## Concerning the 20 H.P. Rolls-Royce Car

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### VALUE

**"Rolls-Royce products are value for money. . . . The firm are doing for the smaller and moderately rated car what they have already done for its bigger brother—viz., to achieve the best in the world."**

### THE BEST

*Financial News, 21/12/22.*

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### EXPERIMENTS DESIGNS

**"Behind the complete Rolls-Royce as we see it on the road is the history of thousands of experiments, thousands of scrapped designs and rejected patterns . . . . I saw every part of the new model being turned out at the Derby works side by side with the larger car. It is a proud boast for English engineering that this car is produced at Derby."**

### A NATIONAL ASSET

*Motor News, 30/12/22.*

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### THE BEST

**"Mr. Royce's assertion that the 20 H.P. Rolls-Royce is the best motor-car of its class is amply justified. To see the process of manufacture is to realise that extra cost is more than returned in the perfection which is aimed at and attained."**

### VALUE

*Financial Times, 20/12/22.*

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## Concerning the 20 H.P. Rolls-Royce Car

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### **SUPER- EXCELLENCE**

### **DRIVING**

### **CHARM**

“It is difficult to convey in so many words the **all-round super-excellence** of the 20 H.P. Rolls-Royce. In fact, to do it and ourselves justice we are fain to admit that you must have **practical road experience of this wonder car** before being able to appreciate adequately its **many superlative charms.**”

*Motor Owner.*

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### **PRE-EMINENCE**

“There was no mistaking the **unparalleled charm** of driving a car **pre-eminent in its class.**”

*Car & Golf.*





# ROLLS-ROYCE, LIMITED

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