

Moscow to Become 2nd City With 2 Rolls-Royce Dealerships

By [The Moscow Times](#)

June 27, 2012



A new Rolls-Royce will set you back at least 17 million rubles (\$517,000) in Russia.

As a sign of prosperity in Russia's capital, luxury car producer Rolls-Royce Motor Cars has announced it will open a second dealership in Moscow, a status symbol until now only enjoyed by New York City.

The company said in a news release that purchases of its automobiles in Russia doubled in 2011, and 2012 sales are continuing to grow, outpacing all other markets in continental Europe, Vedomosti reported.

Though the company has not officially disclosed sales numbers, a former salesman at the existing Moscow dealership told Vedomosti that about 70 cars were sold in 2011.

Director of Rolls-Royce Europe James Crichton noted that with 12 million residents — more than the population of Switzerland — and a greater concentration of billionaires than

anywhere else in the world, Moscow has a great potential for sales.

The dealership, set to open July 4, will be located on Volgogradsky Prospekt and owned by luxury car dealer Aviron.

Prices for Rolls-Royce cars in Russia start from 17 million rubles (\$517,000) in Russia.

Original url:

<https://www.themoscowtimes.com/2012/06/27/moscow-to-become-2nd-city-with-2-rolls-royce-dealers-hips-a15832>