**Rolls-Royce**

## Media Information

**ROLLS-ROYCE CULLINAN MAKES**

**SOUTH EAST ASIAN DEBUT IN SINGAPORE**

**7 August 2018, Singapore**

The highly anticipated new Cullinan from Rolls-Royce Motor Cars made its South East Asian regional debut today in Singapore, at a glittering reception held atop the covered swimming pool of the Ritz Carlton Millenia.

Speaking at the event, Paul Harris, Rolls-Royce Motor Cars Regional Director for Asia Pacific, said, “Today we present all-new Cullinan – the Rolls-Royce of SUVs. This is a seminal moment in the history of the brand as we take our place at the very top of a highly competitive sector, but we are confident that Cullinan will set a new benchmark and take its occupants wherever they dare venture in effortless luxury.”

Adding on to Mr. Harris’ positive remarks at the reception, Renee Chua, Managing Director, Rolls-Royce Motor Cars Singapore said, “Cullinan is highly-anticipated in Singapore, an all-new model that also completes a prolific range of offerings from the marque. Singapore’s importance as a luxury hub in South East Asia is once again confirmed with this premiere, and we are very happy to bring new customers to the brand with Cullinan’s broader appeal.”

**Effortless, Everywhere**

Named after the largest diamond ever to be discovered, which now resides proudly atop the British Crown Jewels, Cullinan is Rolls-Royce’s first-ever SUV. The all-wheel drive high-bodied car is only the second Rolls-Royce to be underpinned by the marque’s proprietary Architecture of Luxury, and promises to redefine luxury travel as Effortless, Everywhere, without sacrificing the brand’s legendary “Magic Carpet Ride”.

Cullinan uses this new architecture in a wholly different manner to enable limitless adventure where the road ends and the trail begins, with uncompromised comfort, space, usability and cutting edge technology.

Cullinan is the answer for super-luxury SUV patrons that accept no compromise; When Sir Henry Royce said, “Strive for perfection in everything you do. Take the best that exists and make it better. When it does not exist, design it”, he could have had Cullinan in mind.

Further, Cullinan offers a suite of Bespoke features developed specifically for the increased variance of its intended patrons’ lifestyles, for example the Viewing Suite and the Recreation Module. The Rolls-Royce Bespoke Collective seeks challenges from Rolls-Royce patrons as they dream up new and creative uses for these spaces.

**Designing Supreme Luxury**

Strength and power underline Cullinan’s design for supreme luxury. Headlights and air intakes are deep set into the front face, with a prominent brow accentuated by daytime-running LEDs. A newly-designed chamfered Pantheon grille protrudes forward to denote strength, combining with defined vertical and horizontal lines create a powerful visage.

The iconic Rolls-Royce badge and Spirit of Ecstasy ride significantly above the line of the wing on the raised centre bonnet stack, rising to upright A-pillars before sweeping back into a fast-back roofline. Below, exquisite brightwork in the form of a “Saxon Spear” breaks the side profile of Cullinan with powerful purpose and tension.

Cullinan’s bold rear features a profile that sports a two-part, ‘D-Back’ format unique to the segment, with a ‘bustle’ back inspired by classic 1930s Rolls-Royce tourers that required luggage to be mounted at the exterior of the motor car. The tailgate opens and closes its two sections automatically at the touch of the key fob button.

**Authentic Luxury**

Step inside the coach doors of Cullinan – the only SUV to feature this Rolls-Royce signature method of entry and egress – and occupants are treated to authentic Rolls-Royce luxury and craftsmanship.

Symmetrical lines and luxurious materials emphasise Cullinan’s inherent strength and attention to detail. A modern horseshoe graphic outlines the bolster of Cullinan’s newly-designed seat, and parts of the fascia are clad in a newly developed ‘Box Grain’ black leather – a rolled and pressed upholstery similar to that used in high-end couture.

The top pad shields a fully-digitised LCD TFT display, fashioned like a wing to suggest muscularity and movement. For the first time in a Rolls-Royce, touch-screen entertainment systems at the front and rear integrate with the traditional Spirit of Ecstasy rotary controller to enable access to a suite of cutting-edge features in the driver-focused cockpit.

Cullinan boasts some of the best technology in its segment, including Laser Headlights (600m range); Night Vision (300m), Vision Assist (1000m - oncoming vehicles), daytime and night-time Pedestrian warning; Alertness Assistant; a 4-Camera system with Panoramic View, all-round visibility and helicopter view; Active Cruise Control; Collision Warning; Cross-Traffic Warning, Lane Departure and Lane Change Warning; an industry leading 7x3 High-Resolution Head-Up Display, Wi-Fi hotspot, and the latest Navigation and Entertainment Systems.

For those not behind the wheel, the world’s most spectacular scenery can now be from a privileged position. Those in the rear sit higher than those in the front of the car on Rolls-Royce’s Pavilion Seating, enjoying grandstand views of their surroundings thanks to the large glazed area of Cullinan’s side windows and industry-leading panoramic glass roof.

The cabin is equipped with no less than five USB-C ports, whilst phones can be wirelessly charged in the front of the cabin to ensure undisturbed connectivity, no matter where the adventure leads.

**Dual configurations**

Cullinan’s cabin can be commissioned in two formats – Lounge Seats or Individual Seats. The former caters to families – creating space for three passengers in the rear, and featuring fold-down seats for the first time in a Rolls-Royce.

In this format, the rear compartment or boot area offers a standard 560 litres of space, growing to 600 litres with the parcel shelf removed. Once the rear seats are folded flat, an impressive loading length of 2245mm and load capacity of 1930 litres can be accessed, making Cullinan one of the most cavernous offerings in the super luxury SUV segment.

The Individual Seat configuration implies supreme luxury with two individual rear seats separated by a Fixed Rear Centre Console. This incorporates a drinks cabinet with Rolls-Royce whisky glasses and a decanter, as well as champagne flutes and refrigerator. The seats also move in a number of planes to offer ultimate comfort whilst travelling in the rear.

Rolls-Royce’s Pavilion Seating means in either format, rear passengers sit higher than their counterparts at the front. Grandstand views are assured by the high body, large glazed side windows and panoramic glass roof.

Unique to the super luxury SUV sector, Cullinan (in Individual Seat format) incorporates a glass partition that isolates the passenger cabin from the luggage compartment, creating a silent sanctuary for Cullinan’s occupants. Perfect for Singapore’s tropical climate, the sealed cabin also means Rolls-Royce clients can remain at the optimum temperature even when the luggage compartment is open.

**The Magic Carpet Ride - Everywhere**

At the heart of Cullinan sits a 6.74-litre twin-turbocharged V12 engine, developed from the ground up to provide effortless torque at extremely low revs. Peak motivation at 850Nm is available from just 1,600rpm, coupled to an all-wheel drive system via an 8-speed transmission, enabling Cullinan to rise from the get-go with grace and pace.

Complementing the powertrain is Cullinan’s four-corner air suspension system, giving the car unmatched levels of versatility. The car can be lowered by 40mm to make entry effortless through iconic Rolls-Royce coach doors, or raised 40mm to traverse any terrain. The new air struts are built tougher with more compressed air contained inside, and provide longer travel so that the contact patch on any tyre is maintained, no matter what the terrain.

A four-wheel steering system aids urban drivability, lending nimbleness when getting around tight turning circles in the city. In the words of Caroline Krismer, Cullinan’s Total Vehicle Project Leader: “Put simply, what makes Cullinan great on-road also makes the car great off-road.”

*Effortless, Everywhere* is available with the press of a single button on the centre console. Once engaged, Cullinan’s driver can choose from multiple off-road settings to glide over rough track, gravel, wet grass, mud, snow or sand whilst in permanent 50:50 front-rear torque split mode. Cullinan can also negotiate deep snow, sand or streams, with one of the deepest wading depths of any super-luxury SUV at 540mm.

**Rolls-Royce is Bespoke**

Rolls-Royce’s Bespoke Collective will enable Cullinan patrons to pursue their interests through the Recreation Module, which comprises a motorised drawer housing specialised equipment specific to each Cullinan owner’s pursuits.

Whether it be Fly fishing, photography, rock climbing, or simply sitting and taking in the view – Cullinan is enhanced with the imaginations of our patrons, as their broader lifestyles are thoroughly expressed through compartments of the Recreational Module.

Alternatively, patrons can also choose to have the ultimate space from which to take in a sunset on East Coast beach with a loved one – electronically-deployable seats and a folding table that combine to form the Viewing Suite.

**Cullinan in Singapore**

The Rolls-Royce Cullinan presented in Singapore is finished in Magma Red, with a Tan and Black interior. Prices for Cullinan in Singapore start at SGD 1,268,888. Further information can be accessed via the Rolls-Royce Motor Cars Singapore website.

-Ends-

**Editors notes:**

Rolls-Royce Motor Cars is a wholly-owned subsidiary of the BMW Group and is a completely separate company from Rolls-Royce plc, the manufacturer of aircraft engines and propulsion systems. Over 1800 skilled men and women are employed at the Rolls-Royce Motor Cars’ head office and manufacturing plant at Goodwood, West Sussex, the only place in the world where the company’s super luxury motor cars are hand-built.

**Further information:**

You can find all our press releases and press kits, as well as a wide selection of high resolution, downloadable photographs and video footage at our media website, [PressClub](http://www.press.rolls-roycemotorcars.com/). You can also find the communications team at Rolls-Royce Motor Cars on [Twitter](https://www.twitter.com/RollsRoyceMedia) and [Instagram](https://www.instagram.com/RollsRoyceMedia/)

**Specifications:**

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| **Exterior Paint** | Magma Red |
| **Wheels** | 22” 7-spoke Part Polished Shadow Wheels |
| **Exterior Options** | Panoramic Glass Roof |
|  | Up-lit Spirit of Ecstasy |
|  | Exterior Stainless Steel Package |
| **Interior** | Tan and Black /  |
| **Interior Options** | Front Massage Seats |
|  | R-R Monogram on Headrests (Black) |
|  | Seat Piping & Coloured Stitching in Black |
|  | Embossed SoE on Doors |
|  | Heated Passenger Surrounds |
|  | Polished Stainless Steel Package |
|  | Picnic Tables |
|  | Rear Seat Entertainment / TV function |
|  | Bespoke Audio |
|  | Lambswool Floormats |
|  | Illuminated Treadplates – Cullinan |

**Technical Data:**

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| **Dimensions** |
| Number of doors / seats | 4 / 5 |
| Vehicle length | 5341 mm  |
| Vehicle width | 2164 mm  |
| Vehicle height (unladen) | 1835 mm  |
| Wheelbase | 3295 mm  |
| Turning circle | 13.23 m |
| Boot volume | 600 litres / 1,930 litres (with rear seats folded) |
| **Weight** |
| Unladen weight (DIN) | 2,660 kg  |
| **Engine** |
| Engine / cylinders / valves | 6.75 litres / 12 / 48 |
| Power output @ engine speed | 563 bhp @ 5000 rpm |
| Max torque @ engine speed | 850 Nm @ 1600 rpm |
| Fuel type1 | Petrol |
| **Performance** |
| Top speed | 250 km/h (limited) |
| **Fuel Efficiency** |
| Fuel Consumption (combined)2 | 15 ltr/100km |
| CO2 Emissions (combined)2 | 341 g/km |

1 The engine is designed for Octane grade 95 fuel; however, it may be run on fuel with a minimum Octane grade of 91.

2 Preliminary data not yet confirmed, subject to change. The values of fuel consumptions, CO2 emissions and energy consumptions shown are determined according to the European Regulation (EC) 715/2007 in the version applicable at the time of type approval. The consumption and range shown considers optional equipment and the different size of wheels and tyres available on the selected model and may vary during the configuration.