



## Media Information

# ROLLS-ROYCE LAUNCHES CULLINAN – MALAYSIA'S MOST LUXURIOUS SUV

24 January 2019, Kuala Lumpur

**#RollsRoyceCullinan #EffortlessEverywhere**

- The most luxurious SUV on the market makes its Malaysia debut: New Rolls-Royce Cullinan
- First Rolls-Royce SUV named after the largest diamond ever discovered
- 4- and 5-seater versions offered, completes Rolls-Royce range for Malaysia

### **The Rolls-Royce of SUVs**

Rolls-Royce Motor Cars Kuala Lumpur is delighted to welcome Malaysia's most luxurious SUV, Cullinan. Equally at home on the streets of Kuala Lumpur or on the country roads of East Malaysia, Cullinan will take a new segment of adventurous customers to the ends of the country in ultimate luxury.

Speaking at the launch, Mr. David Kim, Asia Pacific Regional Sales Manager for Rolls-Royce Motor Cars commented, "Cullinan has been Rolls-Royce's most anticipated new model, not least here in Malaysia, in a country where the mix of wide open roads and off-road terrain suit our new motor car. In addition, we know that Cullinan will complement the varied lifestyles of our highly successful customers here."

Rolls-Royce customers are now able to purchase in Malaysia a super-luxury SUV that can go effortlessly, everywhere in ultimate luxury and style. Cullinan is underpinned by a bespoke platform called the 'Architecture of Luxury', unique to the brand, which accords the car a level of performance, comfort and refinement never before seen in the SUV segment."

Mr. Anas Zawawi Khalid, Director for Rolls-Royce Motor Cars Kuala Lumpur, said, "We are very excited about the arrival of Cullinan. Many of our customers have been waiting to add this pinnacle SUV to their stable of cars because of the promise of its versatility, unmatched levels of super-luxury and comfort, as well as on- and off-road performance. This remarkable motor car is creating tremendous amounts of interest amongst younger, affluent customers who are new to Rolls-Royce but who value adventure and freedom of travel without compromise."



### **Power and presence**

The high bodied Cullinan reaches 1,836mm, a height accentuated by a large glass to metal ratio as seen from the side. 22-inch wheels give Cullinan a beautiful visual balance, whilst the depth of the side profile is optically broken up by a most authentic and honest piece of metal, like a Saxon spear, that flies down the lower door surface and gives the whole side of the car a beautiful sense of tension.

At the rear, the design theme for the rear lights also remains simple as two narrow upright units house all the lights and are minimally adorned by thin narrow strips of jewellery at their centre. Final marks of functionality are the exposed metal exhaust pipes and skid plate, both reminding one of Cullinan's power and ability.

### **Practicality by Design**

Cullinan comes with two interior options. With space for three passengers in the rear, the five-seater version caters to successful Malaysian families. The rear seats fold down electronically either completely, creating a flat load area or in a 2/3 and 1/3 split, increasing practicality even further. Rear passengers can still travel with a long load, or use the carpeted seat back as an occasional table on which to rest their precious personal items.

The rear compartment or boot area offers a standard 560 litres of space, growing to 600 with the parcel shelf removed. With both rear seats folded, Cullinan offers a loading length of 2245mm and load capacity of 1930 litres - one of the largest in the luxury SUV segment.

### **Configured for Supreme Luxury**

The four-seater version of Cullinan shown in Kuala Lumpur, also known as the Individual Seat configuration, provides for the highest level of luxury in the SUV segment.

The two individual rear seats are separated by a Fixed Rear Centre Console, which contains a drinks cabinet with Rolls-Royce whisky glasses and decanter at the front, and champagne flutes and refrigerator in the rear. The seats feature ventilation and massage functions, and can be adjusted over a number of planes to offer ultimate comfort for rear seat passengers over longer journeys.

A fashion theme is evident in the cabin, with the upper dashboard fascia clad in a newly-developed and contemporary-looking 'Box Grain' black leather – a durable and water resistant boarded leather similar to that used in Italian high-end luggage and handbag design.



Meanwhile, the seats in Cullinan have a bold, confident character, showcasing Rolls-Royce quality and craftsmanship. Designed to suit the more casual and dynamic quality of Cullinan, they feature a simple but modern horseshoe graphic which emphasises the supportive bolsters of the seat. These new seats also showcase Rolls-Royce's mastery of leather craft, made from a single piece of leather to ensure a highly three-dimensional surface.

In this Individual Seating configuration, a truly unique glass partition behind the rear seat isolates the passenger cabin from the luggage compartment, resulting in some of the lowest levels of noise recorded in an SUV cabin, while also protecting Cullinan's occupants from temperature changes even when the luggage compartment is open.

### **Cutting edge technology**

Cullinan is the most technologically advanced SUV of its type in the world. On activation via its bespoke key, Cullinan lowers itself by 40mm to make entry – through unique coach doors – effortless into its sanctuary of a cabin. Passengers are greeted by wide aperture, electronically-closing doors with touch sensitive door handles.

Within the cabin, Cullinan's passengers are pampered by an industry-leading panoramic glass roof. A studio-grade 18-channel, 18-speaker Bespoke audio system, touch-screen operated video entertainment systems as well as Rolls-Royce's signature picnic tables underline the level of luxury present. Cullinan's occupants can keep their devices charged with USB ports strategically placed in the cabin; phones can also be wirelessly charged at the front of the cabin.

For the driver, the central console houses the iconic Spirit of Ecstasy controller, the 'Off-Road' button, Hill Descent Control button and Air Suspension height adjustment controls. Cullinan's safety features are peerless: Night Vision and Vision Assist including daytime and night-time Wildlife & 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, WiFi hotspot, and the latest Navigation systems.

### **Impeccable Engineering**

Underneath Cullinan is the Rolls-Royce's unique all-aluminium architecture called the 'Architecture of Luxury', delivering extraordinary body stiffness for exceptional 'best-in-class' performance on rough terrain, whilst maintaining the 'Magic Carpet Ride' that Rolls-Royce is famous for. Add the latest generation



of self-levelling four-corner air suspension, sophisticated all-wheel drive system, all-wheel steering, a complete reworking of the new 6.75-litre twin-turbo V12 Rolls-Royce engine (850Nm of torque at only 1,600rpm) and the smoothest eight speed transmission, and you have the world's pinnacle luxury SUV.

Off-road, the electronically-controlled air suspension uses a powerful compression system to actively push down any wheel when the system detects loss of traction - to ensure every wheel is constantly in contact with the ground and maximum torque is delivered usefully to all wheels.

*Effortless, Everywhere* is available from a single source, known within Rolls-Royce as the 'Everywhere' button, offering four different programmes within the off-road driving mode. Cullinan also delivers the deepest wading depth of any super-luxury SUV at 540mm thanks to its ride height. Rolls-Royce's attention to detail can be seen with the design of both front and rear coach doors that wrap low under the sill of Cullinan, ensuring that all dirt remains outside the door and not on passengers' trouser legs.

### **Bespoke - One life, many lifestyles**

Driving to any faraway destination of our patrons' choosing is only part of the adventure in a Rolls-Royce Cullinan – further enjoyment awaits in the form of the Rolls-Royce Recreation Module.

For example: Having chosen an adventure, an owner loads the Drone Racing Module into his or her Cullinan, selecting it from the rack containing several other Recreation Modules that the owner has had commissioned from Rolls-Royce to satisfy his or her preferred recreational pursuits.

From Fly fishing, to photography, rock climbing, snowboarding, parascending, kite boarding, base jumping, volcano boarding or simply sitting and taking in the view, anything is possible thanks to the Rolls-Royce Bespoke Collective. Ordered from the authorised dealer and easily slotted into the boot of Cullinan and powered via its systems, each Recreation Module contains a motorised drawer housing the equipment and paraphernalia specific to each Cullinan owner's pursuits. When the owner is ready to engage, the Recreation Module comes into play.

Pictures: <https://bit.ly/2AYxvfl>

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**Editors' notes:**

**Malaysia Pricing:**

*Each Rolls-Royce Cullinan is Bespoke, pricing is dependent on customer specification*

*Estimate pricing: from RM 1.8 million (less tax)*

Rolls-Royce Motor Cars has achieved the highest annual sales in the marque's 115-year history, with 4,107 cars delivered to customers in over 50 countries around the world in 2018, and continues to generate a positive contribution to its shareholder, the BMW Group. In a year of multiple records, the world's foremost luxury house also enjoyed unprecedented demand for Bespoke creations, and launched the new Cullinan – the Rolls-Royce of SUVs – to great international acclaim.

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 2,000 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:**

Cullinan is on Social Media: [#EffortlessEverywhere](#)

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](#). You can also find the communications team at Rolls-Royce Motor Cars on [Twitter](#) and [Instagram](#)

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## Rolls-Royce Motor Cars Kuala Lumpur

The sole authorised Rolls-Royce Motor Cars dealer in Malaysia is operated by Quill Motorcars Sdn Bhd

Address: Rolls-Royce Motor Cars Kuala Lumpur, Ground Floor, Quill 9, 112 Jalan Semangat, Petaling Jaya, 46300 (Sunday by appointment only)

Through the sole authorised dealer, a Rolls-Royce owner will receive support and advice on all aspects of their motor car and a comprehensive four-year ownership package, including unlimited mileage warranty, service inclusive package and roadside assistance, access to Rolls-Royce genuine parts and regular software updates. Rolls-Royce Motor Cars Kuala Lumpur personnel are the only Rolls-Royce trained technicians in Malaysia. They have access to the most innovative diagnostic service equipment available, and regular, ongoing training means they are always on top of the latest technology.

### NOTES

#### Cullinan's Off-road Capability

##### Cullinan AWD modes explained

Off-road driving mode supports any event of reduced traction. Four different programmes within off-road driving mode can be chosen via the Control Display. Engineering points affected include the AWD system, suspension, ABS characteristics and throttle response.

MODE	SURFACE	RIDE HEIGHT	AWD TORQUE SPLIT	TRACTION SETTING	TRANS. SETTING
NORMAL	Tarmac	Normal	Variable 0-100 > 50:50	DSC ON	Standard
OFF-ROAD	Firm Off-road	+40mm	F/R 50:50 lock	DSC ON	Standard
OFF-ROAD + TRACTION	Loose Gravel Surface	+40mm	F/R 50:50 lock	Some slip allowed	Standard
OFF-ROAD + DSC OFF	Very loose Surfaces	+40mm	F/R 50:50 lock	Full slip allowed	Standard
OFF-ROAD EXPERT	Sand and Mud	+40mm	F/R 50:50 lock	Full slip allowed	Locked in 2 <sup>nd</sup> gear

Ground clearance: 193 +/- 40mm (air suspension)



### Specifications of the Cullinan demonstrator car for Malaysia

- Exterior: Infinity Black with single Mandarin coachline, 7-spoke Part Polished Shadow 22 inch wheels, Chrome Plated Visible Exhausts, Uplit Spirit of Ecstasy
- Interior: Black with interior contrasts of Scivaro Grey, Mandarin, Slate; Chevron Wood; Open Pore Blackwood; Extended Leather Headliner, Illuminated treadplates, Polished Stainless Steel Package; Spirit of Ecstasy embossed to doors; Colour-coded Umbrellas, Picnic Tables, Lambswool floormats; Fixed Rear Seat Middle Console, Bespoke Clock
- Equipment: Panorama Glass Roof, Rear Privacy Glass, Front and rear Massage Seats. Heated Interior Surrounds; Television tuner, DAB Tuner, Rear Theatre configuration, Bespoke Audio (18 Speaker system), Wifi Hotspot preparation; Night Vision, Head Up Display; Surround View; Active Cruise Control; Park Assistant, Park Distance Control; High Beam Assistance; Tyre Pressure Monitor, Teleservices, Connected Drive Services, Real Time Traffic Information. Electronic tow hitch
- Safety: Dynamic Stability Control (DSC); Antilock Brake Systems (ABS); Cornering Brake Control (CBC); Automatic Stability Control (ASC); Dynamic Brake Control (DBC); Dynamic Stability Control (DSC); Dynamic Traction Control (DTC); Brake Standby; Limit Range Feedback (EPS); Wipe Dry-Function: Fading Assist; Drive-off Assistant; Automatic Hold; Yaw moment compensation/yaw-rate control; rear axle slip angle control (HSR); Performance Control (dynamic handling brake intervention; Cornering Traction Control (ARS)); Dynamic Handling Total Drive Torque Intervention (DxE). Cross Traffic Warning; Collision Warning; Rear End Collision Warning; Active Guard; Lane Departure Warning. High Beam Assistant. Intelligent Emergency Call.