**Rolls-Royce**

## Media Information

**ROLLS-ROYCE CULLINAN PRESENTED AT THE**

**35TH THAILAND INTERNATIONAL MOTOR EXPO 2018**

**28 November 2018, Bangkok**

**#RollsRoyceCullinan #EffortlessEverywhere**

**Rolls-Royce Motor Cars at the 35th Thailand International Motor Expo 2018:**

* Pinnacle SUV makes Thailand debut: New Rolls-Royce Cullinan
* First Rolls-Royce SUV named after the largest diamond ever discovered
* 4 and 5 seater versions offered, strong interest seen in Thailand
* Pricing from 32.9 Million Baht
* Rolls-Royce Ghost Black Badge (shown for the first time in Thailand) and Wraith complete strong product portfolio

**The Rolls-Royce of SUVs**

At this year’s Thailand International Motor Expo, Rolls-Royce presents Thailand’s most luxurious SUV. Aimed at younger, very successful Thai customers, Cullinan is equally at home on the streets of Bangkok, the country roads of Chiangmai or Royal Phuket Marina. Cullinan will take this new segment of adventurous customers to the ends of the Earth in ultimate luxury.

Speaking at the launch, Mr. Ian Grant, Asia Pacific Regional Sales Manager for Rolls-Royce Motor Cars commented, “Cullinan is possibly the most anticipated Rolls-Royce in Thailand – a country where all wheel drive, high bodied vehicles are favoured for their versatility. Now, Rolls-Royce customers are able to purchase an SUV that can go effortlessly, anywhere in ultimate luxury and style. As with all Rolls-Royces Cullinan is bespoke and uses a proprietary platform called the ‘Architecture of Luxury’ which accords the car a level of performance, comfort and refinement that has never been seen before in the SUV segment.”

Mr. Sunthornpan Dhechatech, General Manager for Rolls-Royce Motor Cars Bangkok said, “Cullinan is the Rolls-Royce of SUVs, and will now be the pinnacle of Thailand’s SUV segment. This remarkable motor car is bringing a new demographic of customers to Rolls-Royce who value adventure and freedom of travel. It will appeal to highly successful families or couples who have an active outdoor lifestyle.”

**Power and presence**

When creating the new Rolls-Royce Cullinan, the Design team worked to meet the expectations of Rolls-Royce owners wanting an iconic design, Rolls-Royce proportions inside and out, and uncompromised levels of luxury. The Design Concept was to create a unique roofline silhouette, the commanding stance of a warrior, communicating strength and power, whilst at the very same time allowing for effortless entry and exit from the rear cabin.

Key features such as lights and air intakes are deep set into the bodywork, whilst strong vertical and horizontal lines create a powerful visage, with the prominent brow of a Saxon warrior created by the line that runs across the top of the pantheon grille and ‘eyebrow’-like daytime running lights. This approach lends a toughness of expression to the front of Cullinan.

From the side, the purposefulness of Cullinan is clear through the Rolls-Royce long bonnet profile, with the bonnet itself seen to be set higher than the wings of the car to communicate greater toughness.

The high bodied Cullinan reaches 1,836mm, a height accentuated by the glass to metal ratio as seen from the side. From just over the B-pillar, the roofline becomes quite fast and drops away to the even faster rear glass which resolves in an elegantly protruding boot lid that reminds one of the D-Back Rolls-Royces of the 1930’s, some of the last of the marque to still carry their owner’s luggage on a shelf outside the car.

22-inch wheel hubs give Cullinan a beautiful 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**

The bright, magma red exterior of the Cullinan - on show for the first time in Thailand - is purposely meant to highlight a fun, practical character to the new model. The car, equipped with a Lounge Seat configuration, is the more functional of the two options. With space for three passengers in the rear, this version caters to Thai 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 is equipped with the Individual Seat configuration, providing for the highest level of luxury in the SUV segment. The two individual rear seats are separated by a Fixed Rear Centre Console incorporating a drinks cabinet with Rolls-Royce whisky glasses and decanter, champagne flutes and refrigerator. The seats can be adjusted over a number of planes to offer ultimate comfort for rear seat passengers. A fashion theme is evident in the cabin with the upper fascia clad in a newly developed contemporary ‘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 as this entire backrest panel has been crafted from a single piece of leather to pick out a highly three-dimensional surface.

A truly unique glass partition 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 by its bespoke key, Cullinan lowers itself by 40mm to make entry 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, ventilated and massage seats as well as Rolls-Royce’s signature picnic tables underline the interior’s luxury. Cullinan’s occupants can keep their devices charged by Five USB ports strategically placed in the cabin, whilst phones can be wirelessly charged in 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 and Entertainment Systems.

**Impeccable Engineering**

How do you make an SUV an engineering masterpiece? Firstly, Cullinan has Rolls-Royce’s proprietary all-aluminium architecture called the ‘Architecture of Luxury” which delivers extraordinary body stiffness for exceptional 'best-in-class' functional performance on rough terrain whilst offering the ‘Magic Carpet Ride’ that Rolls-Royce is famous for. Add the latest generation of self-levelling four corner air suspension, sophisticated four 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 world’s smoothest eight speed transmission. Off-road, electronically controlled shock absorbers use an air compression system to actively push down any wheel when Cullinan detects loss of traction - to ensure every wheel is constantly in contact with the ground and maximum torque is being delivered to all wheels. *Effortless, Everywhere* is available from one single button 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 highest ride height. Occupants can descend from an off-road trip without dirtying their trouser legs as both front and rear coach doors wrap low under the sill of Cullinan, ensuring that all dirt remains on the outside of the door. A feature that is typical of Rolls-Royce’s ‘attention to detail’.

**Bespoke One life, many lifestyles**

Driving to your remote location is simply the first part of the adventure in a Rolls-Royce Cullinan. Further enjoyment awaits in the shape of a Rolls-Royce Recreation Module.

For example: Having chosen an adventure an owner loads the Drone Module into the Cullinan, selecting the Drone Racing Module 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.

Fly fishing, 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. Easily slotted and plugged into the boot of Cullinan, 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 play, it presents itself.

-Ends-

**Rolls-Royce Motor Cars at The 35th Thailand International Motor Expo**

On 28 November 2018 at **4:40 pm**, the Rolls-Royce Motor Cars booth will present the new Cullinan. Members of the media are cordially invited to the booth from **4:00 pm** for registration.

The authorised Rolls-Royce Motor Cars dealer in Thailand is operated by Millionaire Auto (Thailand) Company Limited, under the Holding company, Master Group Corporation (Asia).

High resolution pictures:

<http://bit.ly/rrcullinan>

**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.

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

**Specifications of the Cullinan touring car**:

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

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.

**Thailand Pricing:** From THB 32.9 Million Baht

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

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