**Rolls-Royce**

## Media Information

**MEDIA INVITATION – CULLINAN LAUNCH**

**9 May 2018, Goodwood**

“Tomorrow at noon, UK time, Rolls-Royce Motor Cars will reveal the world’s most anticipated SUV. Cullinan began over four years ago as an idea and a mere sketch; an aspiration to bring ultimate luxury to the SUV market. Now it’s here.

Join me at noon tomorrow for this landmark occasion.” #EffortlessEverywhere.

Torsten Müller-Ötvös, Chief Executive Officer, Rolls-Royce Motor Cars

- Ends -

**Editors Notes:**

The global digital reveal of Cullinan will occur at **12.00pm midday UK time on Thursday 10 May** by way of an online video stream at [www.rolls-roycemotorcars.com](http://www.rolls-roycemotorcars.com)/cullinan. Short films demonstrating the capability of Cullinan in all terrains are also available at this location.

Media materials, including a downloadable version of the launch film, photographs, B-roll interviews and B-roll footage of Cullinan will be immediately available at [www.rolls-roycecullinan.com](http://www.rolls-roycecullinan.com).

The global digital reveal of Cullinan can also be followed on social media:

#RollsRoyceCullinan

#EffortlessEverywhere

Facebook: [www.facebook.com/rollsroycemotorcars](http://www.facebook.com/rollsroycemotorcars)

YouTube: [www.youtube.com/rollsroycemotorcars](http://www.youtube.com/rollsroycemotorcars)

Instagram: @rollsroycemedia

Twitter: @rollsroycemedia

**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/)

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