**Rolls-Royce**

## Media Information

first facets of cullinan revealed as the final challenge concludes

**8 May 2018, Goodwood**

**EMBARGO: 00:01 BRITISH SUMMER TIME, 8 MAY 2018**

Ahead of the global digital reveal of Cullinan, at **12.00 pm midday British Summer Time on Thursday 10 May,** on[**www.rolls-roycemotorcars.com/cullinan**](http://www.rolls-roycemotorcars.com/cullinan), Rolls-Royce has shown the first undisguised facets of the most anticipated motor car of 2018, and the most anticipated Rolls-Royce of all time.

The first two facets of Cullinan will be seen in advance of the broadcast of the last chapter of The Final Challenge, at 12.00 pm on Wednesday 9 May, at [www.nationalgeographic.com/rollsroycecullinan](http://www.nationalgeographic.com/rollsroycecullinan), whilst the third facet will be seen on the morning of Thursday 10 May, just ahead of the global digital reveal.

The Final Challenge has followed the journey of National Geographic photographer Cory Richards to some of the most remote parts of Scotland, the United Arab Emirates and the United States of America in a camouflaged Cullinan, proving the Rolls-Royce highly capable on all types of terrain.

The global digital reveal of Cullinan will occur at **12.00 pm midday British Summer 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

- Ends -

**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](file:///\\europe.bmw.corp\winfs\W50-proj\Public_Relation\Press%20Releases%20Statements%20&%20Press%20Packs\2013\twitter.com\rollsroycemedia).

**Contacts:**

**Goodwood**

**Director of Global Communications**

Richard Carter +44 (0) 1243 384060 [richard.carter@rolls-roycemotorcars.com](mailto:richard.carter@rolls-roycemotorcars.com)

**Head of Corporate Relations, Heritage and Philanthropy**

Andrew Ball +44 (0) 1243 384064 [andrew.ball@rolls-roycemotorcars.com](mailto:andrew.ball@rolls-roycemotorcars.com)

**Head of Global Product Communications**

Andrew Boyle +44 (0) 1243 384062 [andrew.boyle@rolls-roycemotorcars.com](mailto:andrew.boyle@rolls-roycemotorcars.com)

**Head of Global Lifestyle Communications**

Emma Rickett +44 (0) 1243 384061 [emma.rickett@rolls-roycemotorcars.com](mailto:emma.rickett@rolls-roycemotorcars.com)

**Head of Digital, Online & Social PR Communications**

Terence Church +44 (0) 7815 245930 [terence.church@rolls-roycemotorcars.com](mailto:terence.church@rolls-roycemotorcars.com)

**Head of Internal Communications**

Amanda Hewitt-Spicer +44 (0) 7815 244131 [amanda.hewitt-spicer@rolls-roycemotorcars.com](mailto:amanda.hewitt-spicer@rolls-roycemotorcars.com)

**Regional**

**Asia Pacific - North**

Rosemary Mitchell +81 (0) 3 6259 8888 [rosemary.mitchell@rolls-roycemotorcars.com](mailto:rosemary.mitchell@rolls-roycemotorcars.com)

**Asia Pacific - South**

Hal Serudin +65 6838 9675 [hal.serudin@rolls-roycemotorcars.com](mailto:hal.serudin@rolls-roycemotorcars.com)

**China**

Anna Xu+ 86 1084558037 [anna.xu@rolls-roycemotorcars.com](mailto:anna.xu@rolls-roycemotorcars.com)

**Eastern Europe**

Frank Tiemann +49 (0) 89 382 29581 [frank.tiemann@rolls-roycemotorcars.com](mailto:Frank.Tiemann@rolls-roycemotorcars.com)

**Northern Europe and Scandinavia**

Ruth Hucklenbroich +49 (0) 89 382 60064 [ruth.hucklenbroich@rolls-roycemotorcars.com](mailto:ruth.hucklenbroich@rolls-roycemotorcars.com)

**Middle East, Africa, and India**

Matt Slater +971 (0)50 812 0599 [mattslater@sevenmedia.ae](mailto:mattslater@sevenmedia.ae)

**The Americas**

Gerry Spahn +1 201 307 4378 [gerry.spahn@rolls-roycemotorcarsna.com](mailto:gerry.spahn@rolls-roycemotorcarsna.com)

**UK and Western Europe**

Matthew Jones +44 (0)7815 245929 [matthew.jones@rolls-roycemotorcars.com](mailto:matthew.jones@rolls-roycemotorcars.com)