**Rolls-Royce**

## Media Information

**ROLLS-ROYCE CULLINAN CONDUCTS ITS FINAL CHALLENGE IN THE PUBLIC EYE AHEAD OF LAUNCH**

**3 April 2018, Goodwood**

Three years after the beginning of a gruelling testing programme that has seen it conquer every corner of the globe from freezing snowfields to searing deserts, the Rolls-Royce Cullinan will undertake *The Final Challenge* to prove itself *Effortless Everywhere* in the public eye. In an unprecedented partnership, Rolls-Royce and National Geographic will work together to publish daily film and photograph updates as Cullinan undertakes trials in Northern Europe, the Middle East and the United States for a final time ahead of its world debut later this year.

The Rolls-Royce Cullinan will embody all the values and capabilities that drove Rolls-Royce’s two founding fathers, the Honourable Charles Rolls and Sir Henry Royce, to secure the marque’s reputation early last century, as they took top honours in rigorous public adventures such as the Scottish Reliability Trials, the London to Edinburgh event and the Alpine Trials.

*The Final Challenge* will begin in the Highlands of Scotland on Wednesday 4 April and will be broadcast on social media by National Geographic and Rolls-Royce as it continues its adventure through the Alpine snowfields of Austria, the arid deserts of the Middle East and finally across the toughest terrain in the United States. These will include multiple off-road challenges and miles of rough terrain.

The Rolls-Royce Cullinan and crew will be accompanied on *The Final Challenge* by acclaimed explorer and photographer Cory Richards, National Geographic’s Adventurer of the Year in 2012. The National Geographic team will document the journey with daily updates broadcast from the spectacular, far-flung locations he and the crew encounter.

“I promised the public three years ago that I would involve them in the development and testing of the Rolls-Royce Cullinan, and I continue to keep that promise by making *The Final Challenge,* a public trial,” comments Torsten Müller-Ötvös, Chief Executive Officer of Rolls-Royce. “Today’s public and customers will see Rolls-Royce in a wholly new light as Cullinan demonstrates just how capable a Rolls-Royce can be. And in a few short months, our customers will be able to experience this capability for themselves as they get behind the wheel of this truly compelling Rolls-Royce that is *Effortless, Everywhere*.”

Viewers can follow the Rolls-Royce Cullinan’s *Final Challenge* on [www.nationalgeographic.com/rollsroycecullinan](http://www.nationalgeographic.com/rollsroycecullinan) and on Rolls-Royce social media accounts as well as [www.Rolls-RoyceMotorCars.com](http://www.Rolls-RoyceMotorCars.com).

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**Note to Editors**

***About Cory Richards***

An explorer and visual storyteller, Cory Richards was named National Geographic Adventurer of the Year in 2012.

From a high school drop-out at 14 to summiting Everest without oxygen, his life has followed an irregular arc. His camera has taken him from the controlled and complex studio to the wild and remote corners of the world - from the unclimbed peaks of Antarctica and the Himalayas of Nepal to the forgotten war zones of Angola, Uganda, and Pakistan—all in an attempt to capture not only the soul of exploration but also the paradoxes and surprising similarities inherent in our human family.

Richards is a passionate climber as well as social documentarian and has carved a niche as one of the world's leading photographers, pursuing the genres from adventure, to geo-political and social impact, to portraiture.

His images have appeared in National Geographic magazine, Outside, and the New York Times, and his film work has won awards at nearly every major adventure film festival, including the grand prize at the Banff Mountain Film Festival.

As a social influencer, his social platforms have garnered billions of impressions world-wide and in August 2017, an abridged biography of his life story was published as the cover story in Outside Magazine.

***About National Geographic***

**National Geographic Partners LLC**

National Geographic Partners LLC (NGP), a joint venture between National Geographic and 21st Century Fox, is committed to bringing the world premium science, adventure and exploration content across an unrivaled portfolio of media assets. NGP combines the global National Geographic television channels (National Geographic Channel, Nat Geo WILD, Nat Geo MUNDO, Nat Geo PEOPLE) with National Geographic’s media and consumer-oriented assets, including National Geographic magazines; National Geographic studios; related digital and social media platforms; books; maps; children’s media; and ancillary activities that include travel, global experiences and events, archival sales, licensing and e-commerce businesses. Furthering knowledge and understanding of our world has been the core purpose of National Geographic for 130 years, and now we are committed to going deeper, pushing boundaries, going further for our consumers … and reaching millions of people around the world in 172 countries and 43 languages every month as we do it. NGP returns 27 percent of our proceeds to the nonprofit National Geographic Society to fund work in the areas of science, exploration, conservation and education. For more information visit natgeotv.com or nationalgeographic.com, or find us on [Facebook](https://www.facebook.com/natgeo/?fref=ts), [Twitter](https://twitter.com/NatGeo), [Instagram](https://www.instagram.com/natgeo/), [YouTube](https://www.youtube.com/natgeo), [LinkedIn](https://www.linkedin.com/company/national-geographic-society?trk=top_nav_home) and [Pinterest](https://www.pinterest.com/natgeo/).

**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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