

AUTOMOTIVE

Rolls-Royce names "flawless" vehicle after noteworthy diamond

February 13, 2018



Rolls-Royce Cullinan. Image courtesy of Rolls-Royce

By STAFF REPORTS

British automaker Rolls-Royce is making a comparison between the creation of a diamond and vehicle development with the naming of its latest car.

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The brand's upcoming high-bodied car has been christened Cullinan after the largest flawless diamond ever mined. Since being announced three years ago, the Cullinan has been put to the test and shaped, much like the significant stone.

"The name Cullinan has been hiding in plain sight since we revealed it as the project name some years ago," said Torsten Mller-tvs, CEO of Rolls-Royce, in a statement. "It is the most fitting name for our extraordinary new product.

"Cullinan is a motor car of such clarity of purpose, such flawless quality and preciousness and such presence that it recalibrates the scale and possibility of true luxury," he said. "Just like the Cullinan diamond, the largest flawless diamond ever found, it emerges when it is perfect and exists above all others."

Under pressure

While the brand does not refer to the Cullinan as a sport utility vehicle, the model is meant to be a Rolls-Royce's take on a high-performance car. The Cullinan was designed to "redefine luxury travel by making it Effortless, Everywhere."

Prior to bringing the vehicle to market, Rolls-Royce has tested it in extreme conditions, such as African deserts, the Arctic Circle and canyons in North America. Throughout the process, its designers and engineers continued to shape the car until it was "flawless."



Rolls-Royce Cullinan. Image courtesy of Rolls-Royce

Rolls-Royce sees a similarity between its own creation process and the journey a diamond takes. Bringing this concept to the marketing of the car, it has named it after the Cullinan diamond.

The 1,306-carat stone was unearthed from a mine within South Africa's Magaliesberg Mountains in 1905. To this day, it is the largest diamond ever discovered.

After it was mined, the Cullinan diamond was cut and polished into nine smaller stones, the two largest of which are with the British Imperial Crown and Sovereign's Sceptre with Cross.

"We were inspired by the epic processes, over many millennia, which went into the creation of the Cullinan diamond," Mr. Miller-tvs said. "The name embodies the many facets of our new motor car's promise.

"It speaks of endurance and absolute solidity in the face of the greatest pressures," he said. "It tells of rarity and preciousness and it alludes to the pioneering, adventurous spirit of The Hon. Charles Rolls and the engineering innovation of Sir Henry Royce. And, of course, it speaks of absolute luxury, wherever you venture in the world."

Recently, Rolls-Royce has looked to other naturally occurring phenomena to promote its cars.

For instance, the automaker is spotlighting the uniqueness of its iconic Phantom vehicle by paralleling it to the Aurora Borealis lights.

"Only when elements perfectly align can the truly miraculous occur," says Rolls-Royce of the Aurora Borealis phenomenon and its Phantom in a new short video. Touting the vehicles' exclusivity, the film pairs images of the lights and the vehicle to emphasize that "unique is rarely experienced" ([see story](#)).