

AUTOMOTIVE

## Rolls-Royce showcases SUV's performance abilities in Nat Geo partnership

April 4, 2018



*Rolls-Royce's Final Challenge begins airing April 4 on National Geographic. Image credit: Rolls-Royce*

---

By DANNY PARISI

British automaker Rolls-Royce is partnering with National Geographic for a campaign chronicling the performance capabilities of its first SUV, the Cullinan.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

The car will be the focal point of a campaign called the Final Challenge that sees it taking on a number of difficult challenges in exotic locations around the world. The partnership marries National Geographic's penchant for beautiful photography of natural landscapes with the Cullinan's image as a Rolls-Royce built for performance.

"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," said Torsten Müller-Ötvös, CEO of **Rolls-Royce**, London.

### Final Challenge

Rolls-Royce has typically been associated with urbane U.K. elite, making vehicles in which to drive through the rolling English countryside.

With the Cullinan, however, the brand is embracing a different image. The rugged SUV is the first of its kind at Rolls-Royce, and the brand is leaning into this unique sense of performance and adventure.

To emphasize these capabilities, the brand has teamed up with National Geographic for a campaign that shows the true performance of the Cullinan in a number of challenges.



*The campaign explores a diverse array of locales. Image credit: Rolls-Royce*

Beginning Apr. 4, National Geographic will publish videos and photos of the car taking on various performance challenges in diverse locales from Northern Europe to the Middle East and the United States.

The campaign begins in the Scottish Highlands and will see the Cullinan tackling rough, hilly terrain. The adventure continues to the Alpine snowfields of Austria, the deserts of the Middle East and across rough outdoor roads in the heartland of the United States.

As the Final Challenge rolls on, Rolls-Royce will put the Cullinan through its paces on some of the most difficult driving routes in the world, emphasizing the car's capabilities and utility as an all-terrain luxury vehicle.

#### Performance focus

Rolls-Royce has been heavily leaning into Cullinan's performance aspects.

The brand made a comparison between the creation of a diamond and vehicle development with the naming of its latest car.

Cullinan was named 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 ([see story](#)).

Most recently, Rolls-Royce has been working on a curated collection of cars.

The automaker is hoping to inspire others to follow its guiding light with its new 55-car limited collection.

Wraith Luminary Collection is the automaker's latest limited-edition collection, said to be inspired by "those who lead where others follow." With this bespoke collection comes a brand new paint color and a "shooting star headliner."



*The Rolls-Royce Cullinan. Image credit: Rolls-Royce*

The color Sunburst Grey, described by Rolls-Royce as a flat gray that emits rich copper tones in sunlight, is meant to look as though it is emitting warmth. The exterior paint will also include hand painted aspects such as a Sunburst Motif coach line, Wake Channel Lines on the bonnet and additional pinstripes on the wheel centers ([see story](#)).

With the Final Challenge, Rolls-Royce is putting its own spin on the high-performance, all-terrain vehicle. By working with National Geographic, the brand is highlighting the many diverse methods of driving the Cullinan and its ability to thrive in all sorts of demanding environments.

While a far cry from cruising in the countryside, Rolls-Royce is putting the same care and consideration it gives its other luxury cars into the marketing for its Cullinan.

"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," Mr. Miller said. "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.*"

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.