

AUTOMOTIVE

Rolls-Royce shows final preview of Cullinan before full reveal

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The Cullinan will finally be revealed in full on Thursday May 10. Image credit: Rolls-Royce

By STAFF REPORTS

British auto manufacturer Rolls-Royce is gearing up for the final full reveal of the Rolls-Royce Cullinan as part of its ongoing Final Challenge campaign.

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Over the next few days, more details will be revealed about the Cullinan beginning with an online component at National Geographic's Web site and followed with a full reveal on Thursday, May 10. The Cullinan has been touted by Rolls-Royce as one of its most exciting new models and anticipation has been building over the months since its first announcement.

Project Cullinan

The Rolls-Royce Cullinan is one of the most hotly anticipated cars in the market.

Initially known only as Project Cullinan, the car eventually had its name confirmed back in February. Since then, Rolls-Royce has been slowly building anticipation for the car ahead of its May 10 debut.

The latest attempt from the automotive brand, and likely the last bit of information to be disclosed before the big reveal later this week, is a simple picture of the tail light of the new car.

Rolls-Royce has been working heavily with National Geographic to promote the car, with an ongoing campaign to reveal new details about the vehicle.



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

Now, Rolls-Royce is planning to show a few more details about the car on National Geographic's Web site on May 9 before the full reveal on Thursday.

Rolls-Royce has partnered with National Geographic for its campaign chronicling the performance capabilities of the Cullinan, its first SUV.

The car has been 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 ([see story](#)).

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