

AUTOMOTIVE

Rolls-Royce unveils its foray into SUV

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Rolls-Royce unveils the Cullinan; Image credit: Rolls-Royce

By STAFF REPORTS

British automaker Rolls-Royce has unveiled what it is calling the most anticipated Rolls-Royce of all time as it looks to conquer the luxury SUV market.

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In hopes to capture a younger, more adventurous audience, Rolls-Royce's new Cullinan SUV touts an off-road luxury lifestyle. Announced on May 10 at Goodwood and via live stream, the bespoke vehicle has also been designated "the first three-boxed SUV" from Rolls-Royce.

"The super-luxury lifestyle is evolving and Rolls-Royce is in the lead," said Torsten Müller-Ötvös, chief executive officer at Rolls-Royce Motor Cars, in a statement. "Luxury is no longer an urban concept.

"More and more it is about embracing and experiencing the wider world," he said. "Our customers expect to go everywhere in luxury, effortlessly and without compromise, conquering the most challenging terrain to enjoy life's most enriching experiences, wherever they may be.

"For this reason, they have asked us to create a Rolls-Royce that offers uncompromised luxury wherever they dare to venture. Cullinan is that car. It is Effortless, Everywhere."

SUV foray

Cullinan is named after the largest diamond ever discovered, which resides as part of the British Crown Jewels, meant to create an image of British elegance and prestige.

The three boxes that Rolls-Royce has referred to includes a luggage compartment and passenger area, which can be separated from the driver through a rear partition.

Rolls-Royce is ensuring audiences of the Cullinan's capabilities by claiming it has been tested all over the world.



Rolls-Royce's Cullinan goes off road; Image credit: Rolls-Royce

Also a first for the brand, the new SUV will include an opening tailgate named The Clasp. It opens and closes in two sections automatically through a key fob, and it pays homage to a time period in which belongings would be included inside the cabin with passengers.

Customers can choose options from two rear seat configurations, either lounges or individual seats. In another Rolls-Royce first, the rear seats will be able to fold down.

The automaker also geared up for the final full reveal of the Rolls-Royce Cullinan as part of its Final Challenge campaign.

Over the last few days, more details were revealed about the Cullinan beginning with an online component at National Geographic's Web site before its full unveiling which happened today.

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 ([see more](#)).

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