

AUTOMOTIVE

Rolls-Royce showcases new Cullinan designs in special event

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Rolls-Royce showcases a range of Cullinans. Image credit: Rolls-Royce

By STAFF REPORTS

British automaker Rolls-Royce is transporting a special collection of its Cullinan models for a special Global Press Day.

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The collection is moving from its headquarters in Goodwood to the U.S. state of Wyoming, where a collection of 200 experts and influencers will appraise them. A new Cullinan SUV will be on display as part of its collection.

Collection of Cullinans

Rolls-Royce will be showing its collection of Cullinans to the press with new configurations for the first time, including new paint colors, leather and wood combinations.

Champagne fridge and crystal flutes, whisky decanter and crystal tumblers are featured as an option in the middle console.

The event will take place October in Jackson Hole, Wyoming. The automaker believes Jackson Hole represents its luxury image, explaining that the town is home to many affluents and celebrities.

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

Over the course of a week in May, more details were revealed about the Cullinan beginning with an online component at *National Geographic's* Web site and followed with a full reveal on 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 ([see story](#)).



The event will take place in Wyoming. Image credit: Rolls-Royce

"A collection of Rolls-Royce Cullinans has departed the Home of Rolls-Royce in Goodwood, West Sussex to attend the luxury event of the year," the brand said in a statement.

"Bound for the vast and challenging terrain of Wyoming in the United States, Cullinan will be appraised by 200 of the world's top journalists and social influencers during its Global Press Drive next month in the luxury surroundings of Jackson Hole, Wyoming."

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