

AUTOMOTIVE

Rolls-Royce's Cullinan SUV joins edgy Black Badge family

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Grille of the new Rolls-Royce Cullinan Black Badge. Image credit: Rolls-Royce

By STAFF REPORTS

Rolls-Royce Motor Cars has debuted the Black Badge Cullinan, making it the latest member of a new approach to bespoke auto-manufacturing to entice a younger generation of luxury consumers.

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Since its introduction in March 2016, one-in-five Rolls-Royce commissions are completed as Black Badge. Adding Cullinan, which is the BMW-owned British carmaker's SUV and most waitlisted model, makes sense, given the younger profile it is targeting.

"Black Badge reflects the desires of a distinct group of Rolls-Royce clients: men and women who take risks, break rules and build success on their own terms," said Torsten Müller-Övs, CEO of Rolls-Royce Motor Cars, Goodwood, England, in a statement.

"The time has come for Rolls-Royce's boldest and darkest expression of Black Badge yet," he said. "The King of the Night, Black Badge Cullinan."

The all-aluminum Rolls-Royce is the brand's answer to the luxury SUVs from rivals such as Bentley's Bentayga and players in the category below included the Range Rover, Porsche Cayenne and models from Jaguar, Mercedes-Benz and BMW.



Side view of the Rolls-Royce Cullinan Black Badge SUV. Image credit: Rolls-Royce Motor Cars

Black as night

Per the company, the Rolls-Royce alter ego is marked with a mathematical symbol representing a potential infinity placed discreetly throughout the motor car. This marking was first applied to Sir Malcolm Campbell's record-breaking Rolls-Royce-powered Blue Bird K3 hydroplane.



Rolls-Royce Cullinan SUV flanked by other offerings from the carmaker, with the infinity sign in the background. Image credit: Rolls-Royce Motor Cars

A **Black Badge Rolls-Royce** is identified by the treatment to its exterior and interior.

Per Rolls-Royce, multiple layers of paint and lacquer are meticulously applied and hand-polished for up to five hours, claiming it to be the most comprehensive surface finish process ever applied to a solid paint color.

The depth and intensity of Black Badge Cullinan's finish serves as the perfect canvas for a contrasting Coachline, the company said.

Also, the darkened Spirit of Ecstasy mascot is presented in high gloss black chrome and the iconic Rolls-Royce badges invert to become silver-on-black.

Chrome surfaces such as the front grille surround, side frame finishers, boot handle, boot trim, lower air inlet finisher and exhaust pipes are darkened and the vertical grille bars remain polished, reflecting the blackened surfaces that surround them, the company said.

Black Badge Cullinan has all-new 22-inch forged alloy wheels, reserved exclusively for Black Badge Cullinan, with the brand's first colored brake caliper. The high-gloss red paint is meant to offset the new dark wheels.

THE INTERIOR design for the Black Badge Cullinan also stands out.



Dashboard and steering of the Rolls-Royce Cullinan Black Badge SUV. Image credit: Rolls-Royce Motor Cars

Among other features, Rolls-Royce created a luxury carbon-fiber finish with repeating geometrical shapes for a three-dimensional effect.

Each leaf of Technical Fiber is finished with six coats of lacquer before being left to cure for 72 hours and then hand-polished to a mirror finish.

Rolls-Royce Cullinan Black Badge explained

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