

AUTOMOTIVE

Rolls-Royce unveils new "Inspiring Greatness" film with adventure photographer Cory Richards

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Adventure photographer photographing the Rolls-Royce Cullinan SUV. Image courtesy of Rolls-Royce Motor Cars

By LUXURY DAILY NEWS SERVICE

Fresh from resuming production after the COVID-19 lockdown, British automaker Rolls-Royce Motor Cars has debuted the next installment in its "Inspiring Greatness" series of films featuring National Geographic photographer and explorer Cory Richards.

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The film dwells on Mr. Richards' views on risk-taking and perfection, syncing with a message regularly pushed by Rolls-Royce in its product and communications. Mr. Richards is an envelope-pushing mountain climber whose photography career has taken him all over the world including testing Rolls-Royce's Cullinan SUV in grueling conditions.

"Cory Richards is an extraordinary individual," said Torsten Müller-Ötvös, CEO of Rolls-Royce Motor Cars, in a statement. "His skill behind the lens is unquestionably inspiring.

"The Final Challenge, documenting Cullinan's final gruelling testing phase, perfectly captures Cullinan's *Effortless, Everywhere* nature, in some of the world's most spectacular locations," he said.

"This was an historic episode in Rolls-Royce's history and one that we are delighted was captured by such a notable and talented photographer."



Rolls-Royce Cullinan SUV being tested on the sands of the United Arab Emirates ahead of its May 2018 debut. Image courtesy of Rolls-Royce Motor Cars

Rolls-Royce created the "Inspiring Greatness" series of films, with previous episodes featuring Moving Image Artist Refik Anadol, Ndebele artist Esther Mahlangu, and portrait and fashion photographer Rankin.

Climbing new peaks

From a challenging childhood to summiting Everest without the use of supplemental oxygen, Mr. Richards' life has followed an irregular path.

The adventure photographer has visited the unclimbed peaks of Antarctica and the Himalayas of Nepal to war zones in Angola, Uganda and Pakistan.

In 2011, Mr. Richards climbed Pakistan's Gasherbrum II, making him the only American and one of only a few people to climb the 8,000-meter peak in winter.

In fact, it was on the Gasherbrum II climb that he survived an avalanche on the descent, taking an extraordinary photograph of himself just moments after his recovery.



Photographer Cory Richards moments after surviving an avalanche on Pakistan's Gasherbrum II mountain. Image courtesy of Rolls-Royce Motor Cars, photo by Cory Richards

Two years ago, Mr. Richards participated in "The Final Challenge" that followed his journey to some of the most remote parts of Scotland, United Arab Emirates and the United States in a camouflaged Rolls-Royce Cullinan.

The SUV was tested to the point of destruction, ultimately proving it capable on all types of terrain, according to Rolls-Royce.

Mr. Richards documented the challenge as the Cullinan undertook these final trials in preparation for its global unveil in May 2018.

"Everything I do is driven by risk-taking," Mr. Richards said in a statement.

"If we don't take risks, we don't fail, and when we don't fail, we don't learn," he said.

Rolls-Royce Motor Cars: "Inspiring Greatness," episode 5: Cory Richards, National Geographic photographer

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