

AUTOMOTIVE

Rolls-Royce brings new Cullinan model to the big screen

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The digital release features the 2022 Black Badge Cullinan as its central character in its first on-screen appearance. Image courtesy of Rolls-Royce

By AMIRAH KEATON

British automaker Rolls-Royce's newest model is making its onscreen debut with an epic tale and incredible videography as part of a new film.

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The luxury carmaker collaborated with a Los Angeles-based production company to release a Western short, bringing juxtaposition to the classic genre with a modern automobile update. A nominee for the 2022 International Motor Film Awards in the Best Drama Short Category, the digital release features the 2022 Black Badge Cullinan as its central character in its first on-screen appearance.

"With Westerns, it's all about world-building a man in black, a gunslinger, a saloon girl," said Jeremy Heslop, writer and director at [Valkyr Productions](#), in a statement.

"We thought, how fun would it be to insert a modern stagecoach into the middle of a bank heist, and then to see how those stereotypical characters would react," he said.

Fearless luxury

"The Gunslinger," a film supported by Rolls-Royce Motor Cars North America, presents the latest frontier in auto advertising.

The automaker provided a Rolls-Royce Cullinan to the film production for the project, shot over four days at Montana's Yellowstone Film Ranch. The film showcases the Rolls-Royce Cullinan, an "all-powerful stagecoach," and its powerful capabilities.

The moody film begins with a close-up shot of footsteps, as a man is ominously introduced amid a rocky mountain terrain.

Actress Claudine Quadrat plays a young bartender named Isabel, who expresses concern when she witnesses the man, who walks into her bustling saloon, be immediately and subtly approached and attacked.

Over the course of the 3:00-film's next moments and under the threat of widespread crime, a cast of concerned Westerners seek revenge. One hero, a man in black, rises to the occasion, seemingly saving the community from a string of violent heists from behind the wheel of the Cullinan.

Eventually however, as the man in black is also revealed to have nefarious intentions, Ms. Quadray's character is called to chase the villainous gang out of town, in order to restore justice within her town.



"The Gunslinger" stars actress Claudine Quadray, who plays a young bartender and righteous gunslinger named Isabel. Image Courtesy of Rolls-Royce

The film's other stars include Montana natives Joe Wayne who plays the Man in Black, as well as Cory Birkenbuel taking the part of Second in Command.

Spanning four days, the film's production schedule was split evenly between Western scene filming and car-related takes. "The Gunslinger" was shot by Director of Photography Joe Victorine of productions like Netflix's "My Heroes Were Cowboys".

"From the narrative side, I hope people see a story that is identifiable within the Western genre," Mr. Heslup said.

"From the commercial side, I hope people see a fresher, more purposeful take on motivating how the car is used in the story."

Redefining placement rules

Rolls-Royce's latest model is more impressive than ever before.

The 2022 Black Badge Cullinan is equipped with fine-tuned dynamic handling and a suspension that is more exacting and responsive. The strategic choice to build a film around the model, instead of simply including the model in film, highlights a unique, cross-industry choice that could generate a new era of on-screen automobile features.

Rolls-Royce has been at the forefront of new automotive trends but has also placed importance on its physical footprint. In Dubai, the British automaker opened its first private office outside of the U.K., which offers clients exclusive product previews and commission consultations ([see story](#)).

As an international shopping haven, luxury brands in both the retail and automotive industries have been flocking to the Middle East for increased international reach. Swiss watchmaker Vacheron Constantin has re-opened its boutique in the Dubai Mall ([see story](#)) and Richemont-owned Belgian leather goods house Delvaux also opened a flagship boutique in Dubai ([see story](#)).