**Rolls-Royce**

## Media Information

**PROJECT CULLINAN TAKES NEXT STEP IN DEVELOPMENT PROGRAMME**

**1 December 2016, Goodwood**

In an open letter published in the Financial Times on 18 February 2015, Rolls-Royce undertook to regularly inform its stakeholders about the progress of Project Cullinan. Continuing this dialogue, which has seen twice-yearly updates, Rolls-Royce today publishes photographs depicting the latest key milestone in the development programme of this new ‘all-terrain, high-sided vehicle’. This first full development vehicle will begin testing in public from tomorrow.

The world’s leading luxury goods brand has regularly informed its patrons about this painstaking development programme. Advocates of the marque have been shown the first engineering mule built for the development of the new all-wheel drive suspension system, as well as those created to test the all-new aluminium architecture that will underpin all Rolls-Royces from 2018 onwards.

This latest development vehicle will travel to numerous locations around the world in a challenging testing programme to ensure that the end product will be ‘Effortless … Everywhere’. Just after Christmas, for example, Project Cullinan will enter the Arctic Circle to undergo cold weather durability and traction testing. Later in 2017, it will travel to the Middle East to endure the highest of temperatures and challenging desert conditions.

“This is an incredibly exciting moment in the development of Project Cullinan both for

Rolls-Royce and for the patrons of luxury that follow us around the world,” comments

Torsten Müller-Ötvös, Chief Executive Officer, Rolls-Royce Motor Cars. “Bringing together the new four-wheel drive system and the new ‘architecture of luxury’ for the first time sets us on the road to creating a truly authentic Rolls-Royce which, like its forebears, will reset the standard by which all other luxury goods are judged.”

- Ends -

**Notes to Editors**

You can find all our press releases and press kits, as well as a wide selection of high resolution, downloadable photographs and video footage at our media website, [PressClub](http://www.press.rolls-roycemotorcars.com/). You can also find the communications team at Rolls-Royce Motor Cars on [Twitter](https://www.twitter.com/RollsRoyceMedia) and [Instagram](https://www.instagram.com/RollsRoyceMedia/)

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