**Rolls-Royce**

## Media Information

first facets of cullinan revealed as the final challenge concludes

**8 May 2018, Goodwood**

**EMBARGO: 00:01 BRITISH SUMMER TIME, 8 MAY 2018**

Ahead of the global digital reveal of Cullinan, at **12.00 pm midday British Summer Time on Thursday 10 May,** on[**www.rolls-roycemotorcars.com/cullinan**](http://www.rolls-roycemotorcars.com/cullinan), Rolls-Royce has shown the first undisguised facets of the most anticipated motor car of 2018, and the most anticipated Rolls-Royce of all time.

The first two facets of Cullinan will be seen in advance of the broadcast of the last chapter of The Final Challenge, at 12.00 pm on Wednesday 9 May, at [www.nationalgeographic.com/rollsroycecullinan](http://www.nationalgeographic.com/rollsroycecullinan), whilst the third facet will be seen on the morning of Thursday 10 May, just ahead of the global digital reveal.

The Final Challenge has followed the journey of National Geographic photographer Cory Richards to some of the most remote parts of Scotland, the United Arab Emirates and the United States of America in a camouflaged Cullinan, proving the Rolls-Royce highly capable on all types of terrain.

The global digital reveal of Cullinan will occur at **12.00 pm midday British Summer Time on Thursday 10 May** by way of an online video stream at [www.rolls-roycemotorcars.com](http://www.rolls-roycemotorcars.com)/cullinan. Short films demonstrating the capability of Cullinan in all terrains are also available at this location.

Media materials, including a downloadable version of the launch film, photographs, B-roll interviews and B-roll footage of Cullinan will be immediately available at [www.rolls-roycecullinan.com](http://www.rolls-roycecullinan.com).

The global digital reveal of Cullinan can also be followed on social media:

#RollsRoyceCullinan

#EffortlessEverywhere

Facebook: [www.facebook.com/rollsroycemotorcars](http://www.facebook.com/rollsroycemotorcars)

YouTube: [www.youtube.com/rollsroycemotorcars](http://www.youtube.com/rollsroycemotorcars)

Instagram: @rollsroycemedia

Twitter: @rollsroycemedia

- Ends -

**Further information:**

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](file:///%5C%5Ceurope.bmw.corp%5Cwinfs%5CW50-proj%5CPublic_Relation%5CPress%20Releases%20Statements%20%26%20Press%20Packs%5C2013%5Ctwitter.com%5Crollsroycemedia).

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