**Rolls-Royce**

## Media Information

**ROLLS-ROYCE MOTOR CARS TO CELEBRATE A HOMECOMING WITH ARRIVAL OF CULLINAN IN MANCHESTER**

**18 July 2018, Goodwood**

Rolls-Royce Motor Cars will celebrate a return to its spiritual home in Manchester as it debuts Cullinan, the Rolls-Royce of SUVs, just moments from the Midland Hotel in the city centre where The Hon. Charles Rolls and Sir Henry Royce first met in 1904 to establish Rolls-Royce. 114 years later, it is fitting that this transformative expression of the brand is presented in the birthplace of this iconic globally recognised marque.

Cullinan will be presented within the halls of Manchester Central, opposite the Midland Hotel and joined by a portfolio of Bespoke Rolls-Royce cars including the brand’s flagship, Phantom, as well as Ghost, Wraith and Dawn. Following an exclusive evening gathering at the marque’s new bespoke Wilmslow showroom, the public is invited to experience this remarkable motor car between 11am and 8pm on Thursday 19 July until Saturday 21 July.

Rolls-Royce Motor Cars has enjoyed an important period of sustainable growth in the North of England, driven by new pinnacle luxury products like Cullinan and Phantom and a growing number of entrepreneurs who choose to reward themselves with a Rolls-Royce motor car. Further reflecting this is a significant expansion of the marque’s presence in the North of England with the opening of a new super-luxury facility in Wilmslow, Cheshire.

Rolls-Royce Motor Cars CEO, Torsten Müller-Ötvös, says, “Today, the North of England is a powerhouse UK market for Rolls-Royce and the Wilmslow showroom is among our top 10 performing outlets globally. To present Cullinan here is symbolic of our belief in the strength of this market and our founders’ guiding principle of creating the best cars in the world for patrons of true luxury.”

Rolls-Royce Motor Cars Regional Director, Julian Jenkins, says “Our dealer partner, Sytner, has invested significantly in a new, bespoke 18,000 sq ft facility to enhance the marque’s presence in this growing region. New products like Cullinan and Phantom, ever expanding Bespoke personalisation offerings and sustained growth in the area as an entrepreneurial hot spot continue to drive demand. With the experienced team at Rolls-Royce Motor Cars Manchester, this new facility is the perfect place from which to serve both our new and existing customers.”

-Ends-

**Editors notes:**

Rolls-Royce Motor Cars is a wholly-owned subsidiary of the BMW Group and is a completely separate company from Rolls-Royce plc, the manufacturer of aircraft engines and propulsion systems. Over 1800 skilled men and women are employed at the Rolls-Royce Motor Cars’ head office and manufacturing plant at Goodwood, West Sussex, the only place in the world where the company’s super luxury motor cars are hand-built.

**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](https://www.twitter.com/RollsRoyceMedia) and [Instagram](https://www.instagram.com/RollsRoyceMedia/)

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