**Rolls-Royce**

## Media Information

**ROLLS-ROYCE CULLINAN OPENS SKI SEASON WITH ALPINE STUDIO HOTSPOT**

17 January 2019, Goodwood

* Rolls-Royce Cullinan opens ski season to serve clients during winter months
* Cullinan will be joined by Dawn in Courchevel 1850
* Continued evolution of Rolls-Royce’s innovative Social Hotspot Programme

The success of The House of Rolls-Royce is built on an intimate understanding of the lifestyles of its patrons. Therefore, the marque fundamentally believes in serving a gentle presence in the world’s most luxurious enclaves, ensuring existing owners and those wishing to learn more about the brand are never without the benefit of a Rolls-Royce.

In this spirit, Rolls-Royce continues to evolve its innovative Social Hotspot programme in 2019 in the highly exclusive Alpine resort of Courchevel 1850. Here, existing and prospective patrons of the marque can experience the remarkable capability of the new Rolls-Royce Cullinan, on-piste and off-piste, as well as Dawn, the brand’s beautiful Drophead Coupé, in an exclusive environment befitting the brand.

**Courchevel 1850**

The marque will return to the spectacular Le Lana Hotel in the key weeks of the European winter sports season (18 February - 10 March). An exquisite collection of Bespoke motor cars and lifestyle accoutrements will be based in this historic former chalet adjacent to the Bellecôte piste in the globally celebrated ‘Les Troise Vallées’ ski region.

By day, clients can experience Cullinan on and off-road, as well as Dawn, the most social Drophead Coupé ever created. By night, guests are invited to join exclusive gatherings, curated to enlighten and inform, in the company of fellow connoisseurs of true luxury.

For those compelled to begin their Bespoke journey in Courchevel 1850 itself, a Bespoke commissioning suite is situated at the nearby Six Senses Residences. Crafted from local timber by London-based interior design house Morpheus, the remarkable location provides an exquisite setting from which to create a Rolls-Royce motor car alongside the brand’s peerless design team.

In addition, guests of Courchevel 1850’s élite Hôtel Les Airelles will be able to enjoy a chauffeur-driven Cullinan to and from the piste for the duration of the 2019 season.

Torsten Müller-Ötvös, Chief Executive Officer, Rolls-Royce Motor Cars, commented, “Connoisseurs of true luxury visit Courchevel 1850 in the pursuit of memorable experiences. Rolls-Royce understands that these are tenets of true luxury and offers to enrich the lives of our clients by hosting this season-long studio in one of the most revered ski resorts in the world.”

Julian Jenkins, Regional Director, Rolls-Royce Motor Cars, adds, “Our presence here is indicative of the marque’s unique approach to connecting with its audience – truly bespoke and a reflection of the brand’s deep understanding of its customers. Furthermore, we are thrilled to have the opportunity to demonstrate that Cullinan is truly Effortless Everywhere in this beautiful and challenging environment.”

- 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 2000 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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