**Rolls-Royce Motor Cars**

Media Information

**ROLLS-ROYCE CULLINAN WINS ‘BEST ULTRA LUXURY SUV’ OF THE YEAR AT THE GOLDEN STEERING AWARDS**

1 April, 2019, Doha  
  
Rolls-Royce Cullinan won yet another prestigious award for the ‘Best Ultra Luxury SUV’ by the esteemed Golden Steering Awards 2019. The event took place on the 29th March at the stunning Al-Enna camp on Qatar’s Sealine Beach. The awards, which are operated by Arab Motors magazine in association with Xtork magazine, celebrated Cullinan for making luxury off-road travel effortless everywhere.

The ‘Best Ultra Luxury SUV’ award was one of 16 categories that were recognised at the ceremony and is considered one of the most prestigious. The judges consider an extensive checklist that monitors everything from design and quality, handling and drivability, off-road capability, comfort and practicality to safety and durability. The Rolls-Royce Cullinan’s uncompromised luxury, family friendly features and versatility, no matter what the adventure, saw it come out on top.

Tarek Moataz, Rolls-Royce Brand Manager, Rolls-Royce Motor Cars Doha, said: “Luxury is no longer an urban concept. More and more it is about embracing and experiencing the wider world. Our customers expect to go everywhere in luxury, effortlessly and without compromise, conquering the most challenging terrain to enjoy life’s most enriching experiences, wherever they may be.

“The Cullinan is incomparable, and dramatically evolves the parameters of super-luxury travel, translating Rolls-Royce’s ethos of ‘effortlessness’ into physical capability, anywhere in the world. Cullinan will simply take the world in its stride.”

With state-of-the-art elements including a mechanism allowing the car to lower itself by 40mm to make entry effortless at the touch of the unlock button on the key. There are also a range of unique features developed specifically for the many various lifestyles of its owners including the Viewing Suite and the Recreation Module.

Cullinan is the second of a new generation of Rolls-Royces to benefit from access to the Architecture of Luxury. The Architecture has been adapted to the needs of Cullinan providing patrons with the famed Rolls-Royce ‘Magic Carpet Ride’ of peerless ride, comfort and silence – on and off-road.

Cullinan is the perfect hybrid of the ultimate all-terrain car and an unparalleled luxuriously, comfortable drive – it is truly the ‘Rolls-Royce of SUVs’.

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**Editors’ notes:**

Rolls-Royce Motor Cars is a wholly-owned subsidiary of the BMW Group and is a separate company from Rolls-Royce plc, the manufacturer of aircraft engines and propulsion systems. Over 2,000 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.

**For further information, please contact:**

**Rolls-Royce Motor Cars**

Rami Joudi, Regional PR and Communications Manager, Middle East, Africa and India  
+971 56 171 7883 [rami.joudi@rolls-roycemotorcars.com](mailto:rami.joudi@rolls-roycemotorcars.com)

**Rolls-Royce Motor Cars Doha**

Haitham Abuelsoued, Senior Marketing Executive

+974 4420 8888 [habouelseaoud@alfardan.com.qa](mailto:habouelseaoud@alfardan.com.qa)

**Seven Media**

Alessandra Fernandez, PR Manager

+971 50 952 9293 [alessandrafernandez@sevenmedia](mailto:alessandrafernandez@sevenmedia)