**Rolls-Royce**

## Media Information

**ROLLS-ROYCE COMPLETES BLACK BADGE FAMILY WITH CULLINAN**

7 November 2019, Goodwood **[Embargo: 13.05 (GMT), 7 November 2019]**

* Black Badge family defines taste patterns of a new generation of super-luxury consumer
* Cullinan introduced as darkest, most urban expression of a Black Badge motor car yet
* First time marque’s proprietary Architecture of Luxury has undergone Black Badge treatment
* 6.75-litre V12 engine now delivers increased power (600PS) and torque (900NM)
* Drivetrain and chassis re-engineered for enhanced dynamic performance
* Curated collection debuts striking Forge Yellow leather and Technical Carbon veneer
* Bespoke alloy wheel introduced in Black Badge house style
* Infinity lemniscate symbol continues to codify noir expression of Rolls-Royce

“Black Badge reflects the desires of a distinct group of Rolls-Royce clients: men and women who take risks, break rules and build success on their own terms. Indeed, before we launched Black Badge in 2016 the idea of creating a product that would satisfy this subversive cohort – that is highly dynamic and wilfully rebellious in aesthetic – caused a great deal of internal debate. However, once the marque’s designers, engineers and craftspeople began pursuing this dramatic alter ego, it became clear that these motor cars could not only exist comfortably beneath this revered and historic brand but they would define a new space within the super-luxury market. In this spirit, the time has come for Rolls-Royce’s boldest and darkest expression of Black Badge yet. The King of the Night, Black Badge Cullinan.”

**Torsten Müller-Ötvös, Chief Executive Officer, Rolls-Royce Motor Cars**

**Introduction**

At the Geneva Motor Show in March 2016, Rolls-Royce Motor Cars presented Black Badge; a permanent Bespoke family of motor cars that defined the taste patterns of an emerging generation of super-luxury consumer. These unapologetic and highly dynamic products responded to those who refused to be defined by traditional codes of luxury and did much to attract new customers to the marque, reassured by Rolls-Royce’s fluency in their bold aesthetic and uncompromising lifestyle requirements.

This highly successful alter ego is codified by the mathematical symbol that represents a potential infinity, which is placed discreetly within the motor car’s interior. This marking, known also as the lemniscate, was applied to Sir Malcolm Campbell’s record-breaking Rolls-Royce-powered Blue Bird K3 hydroplane, denoting that it belonged to an insurance class reserved for boats with unlimited and therefore infinite engine power. Rolls-Royce Motor Cars selected this hallmark for Black Badge to reflect its own unrelenting pursuit of power.

Rolls-Royce debuted Black Badge with Wraith and Ghost in 2016 followed by Dawn in 2017. Today, the family is completed with the introduction of Black Badge Cullinan: the darkest and most urban statement of Black Badge yet.

**Cullinan Goes Black**

Created to satisfy overwhelming demand from younger, more adventurous clients, Cullinan in its silver badge guise, was launched to global acclaim in 2018, immediately becoming the world’s pinnacle super-luxury SUV. Combining luxury in its purest form with genuine practicality and off-road capability, Cullinan unequivocally delivered on the promise of an experience that is Effortless, Everywhere.

The Rolls-Royce of SUVs did much to reach a new group of clients looking for unfettered access to the world’s wildest places and most enriching experiences. Yet, within this group exists a subset of individuals who seek to subvert the motor car’s domineering presence by permanently cloaking it in the night. Cullinan has conquered the world’s wildest reaches. Now it is time for Black Badge Cullinan to conquer new urban frontiers.

**Black Badge Cullinan Exterior: The King of the Night**

While clients can draw on the marque’s 44,000 ‘ready to wear’ paint options or commission an entirely individual Bespoke hue, it is anticipated that many will opt for Black Badge’s signature Black. Multiple layers of paint and lacquer are meticulously applied and hand-polished 10 times at the Home of Rolls-Royce in Goodwood, West Sussex, representing the most comprehensive surface finish process ever applied to a solid paint colour. The depth and intensity of Black Badge Cullinan’s coachwork serves as the perfect canvas upon which to throw a contrasting hand-painted Coachline into stark relief.

On the prow of the motor car lies the defining expression of Black Badge. The Spirit of Ecstasy mascot, which has taken many forms throughout the marque’s history, is presented in high gloss black chrome. For the first time this finish extends onto its mounting plate, creating the darkest Black Badge yet.

This transformation pervades the other symbols of Black Badge. The ‘Double R’ badge on the front, flanks and aft invert to become silver-on-black, while chrome surfaces such as the front grille surround, side frame finishers, boot handle, boot trim, lower air inlet finisher and exhaust pipes are darkened. While they appear black, the vertical grille bars remain polished, reflecting the blackened surfaces that surround them to add a frisson of movement that hints at the motor car’s dynamic intent.

The overall effect artfully simplifies and enlarges the motor car’s exterior design graphics, emphasising its imposing proportions and confident stance. This is further dramatised by all-new 22-inch forged alloy wheels, reserved exclusively for Black Badge Cullinan. Designed in the Black Badge house style, the gear-like graphic emphasises the model’s vast reserves of power while also recalling an infinitely occurring lemniscate.

The gloss black and polished design also creates the perfect stage for the marque’s first ever coloured brake caliper. The high gloss Red paint has been specifically developed to withstand the rigours of elevated temperatures generated by the motor car’s uprated braking system while still offering a perfectly smooth finish befitting of Rolls-Royce.

**Black Badge Cullinan Interior: Superlative comfort. Audacious design**

Ordinarily, great efforts are expelled to distance occupants from a Rolls-Royce’s mechanical function. However, the marque’s Colour and Trim experts gently sensationalised the engineering substance of Black Badge, seamlessly blending superlative comfort, bold aesthetics, advanced materials and precise, meticulous craftsmanship.

This ethos is perfectly embodied by Black Badge Cullinan’s Technical Carbon veneer. In the spirit of Sir Henry Royce’s founding philosophy, “When it does not exist, design it”, a collaboration between the marque’s designers, engineers and craftspeople saw the creation of a new luxury material. Inspired by masterpieces of urban architecture, a naked-weave carbon-fibre finish has been developed to create highly accurate repeating geometrical shapes that produce a powerful three-dimensional effect.

Each leaf of Technical Carbon is finished with six coats of lacquer before being left to cure for 72 hours then hand-polished to Rolls-Royce’s hallmark mirror finish. This process takes 21 days and is only deemed complete once every piece is inspected by a craftsperson to ensure complete reflective uniformity across each of the 23 pieces within the car.

Starlight Headliner has joined historical Rolls-Royce iconography such as the Spirit of Ecstasy, Pantheon Grille and ‘Double R’ monogram. Its presence in Black Badge Cullinan intensifies the cabin’s ambience by casting a low light over the lavish leather seats. Presented in fine Black leather, handwoven with 1344 fibre optic lights, it is a true reflection of the sky at night and incorporates eight brilliant white shooting stars that dart at random predominantly over the front occupants, subtly acknowledging the motor car’s owner-driver appeal.

Reflecting the marque’s Bespoke philosophy, Black Badge Cullinan benefits from a near-infinitely configurable interior colour palette. Black Badge clients often use interior space as a stage to create dramatic high contrast colourways, so for Cullinan Rolls-Royce’s Colour and Trim designers created a bold new leather colour, Forge Yellow, to offer as part of the brand’s curated collection. As with all leather colours, this can be commissioned for the motor car’s Viewing Suite or incorporated into the design of a highly Bespoke Recreation Module tailored to the client’s exacting specification.

A final touch completes the interior seating: the Infinity lemniscate motif is embroidered into the fold-down rear arm-rest as an elegant reminder of the power contained within. This simple but potent symbol is also incorporated in the illuminated treadplates and engraved on the brushed and darkened steel clock case. Red-tipped clock hands and instrument display needles also serve as a discreet reminder of the motor car’s dynamic prowess.

**Black Badge Cullinan Engineering. The Architecture of Luxury’s dark side**

Black Badge is far more than an aesthetic treatment. In creating this class of motor car, it was of vital importance for Rolls-Royce to conceive a meticulously considered dynamic personality that perfectly harmonised with the motor car’s remarkable visual identity. Indeed, the exceptionally high expectations of the marque’s clients defined a rigorous testing protocol lasting more than three years to ensure that Black Badge Cullinan was relevant to their needs.

Key to the visceral thrill of Black Badge Cullinan is the Architecture of Luxury, Rolls-Royce’s proprietary all-aluminium architecture that debuted with Phantom. The sub-structure not only delivers extraordinary body stiffness but its flexibility and scalability allowed Cullinan to be fitted with all-wheel drive and four-wheel steering in its silver badged guise. These dynamic features have been comprehensively exploited and re-engineered for Black Badge while retaining the peerless quality of ride that has driven Rolls-Royce’s success.

The Architecture of Luxury has been engineered to meet size and weight requirements of different propulsion systems. When the driver presses the ‘Low’ button situated on the gear selection stalk, they unlock Black Badge Cullinan’s full suite of technologies. This is asserted by the proud amplification of the motor car’s 6.75-litre twin-turbocharged V12 through an entirely new exhaust system, announcing its arrival with a deep, authoritative *basso profundo*.

It was deemed unnecessary to make changes to the engine’s ample internal capacity, however the flexibility of the twin-turbo V12 has been exploited to generate an extra 29PS creating a total output of 600PS. The sense of a single, infinite gear has also been sensationalised with the addition of a further 50NM of torque, bringing the total to a 900NM.

Black Badge Cullinan benefits from a Bespoke transmission and throttle treatment that creates a sense of urgency without ever undermining its Rolls-Royce peerage. The drive-train, ZF 8-speed gear box and both front and rear steered axles work collaboratively to adjust the levels of engagement depending on throttle and steering inputs. Changes to suspension components and settings add to the suite of dynamic technologies that ensure an appropriate balance between dynamism and refinement. The result is an extremely well-mannered tourer at low speeds and a vivid driver’s device when pressed.

To bolster confidence when exploiting Cullinan’s alter ego, the braking bite point has been raised and pedal travel decreased. Redesigned brake disc ventilation also allows consistency in these changes while braking at elevated temperatures.

Black Badge Cullinan is now available to commission.

- 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/).

**CO2 emissions and consumption:**

* **Black Badge Cullinan** *CO2 emission*: 370-377g/km (Combined); *Fuel consumption*: 17-17.3mpg / 16.3-16.6 L/100km (Combined)

#WLTP (combined)

The fuel consumption given in miles per gallon (and litres per 100km) and the CO2 emission given in grams per kilometre represents official combined values. Figures may vary depending on driving style and conditions. Consumption data is determined in accordance to the ECE driving cycle.  
  
Further information about the official fuel consumption and the official specific CO2 emissions for new passenger automobiles can be found in “The Passenger Car Fuel Consumption and CO2 Emissions Information Regulations” in the United Kingdom. For emission data, labelling and guidelines relating to your local market please contact your nearest sales outlet or local authority website.

**Contacts:**

**Goodwood**

**Director of Global Communications**Richard Carter +44 (0) 1243 384060 [richard.carter@rolls-roycemotorcars.com](mailto:richard.carter@rolls-roycemotorcars.com)

**Head of Corporate Relations, Heritage and Philanthropy**Andrew Ball +44 (0) 1243 384064 [andrew.ball@rolls-roycemotorcars.com](mailto:andrew.ball@rolls-roycemotorcars.com)

**Head of Global Lifestyle Communications**Emma Rickett +44 (0) 1243 384061 [emma.rickett@rolls-roycemotorcars.com](mailto:emma.rickett@rolls-roycemotorcars.com)

**Head of Global Product Communications**Matthew Jones +44 (0) 7815 245929 [matthew.jones@rolls-roycemotorcars.com](mailto:matthew.jones@rolls-roycemotorcars.com)

**Head of Global Digital, Online & Social PR Communications**Terence Church +44 (0) 7815 245930 [terence.church@rolls-roycemotorcars.com](mailto:terence.church@rolls-roycemotorcars.com)

**Regional**

**Asia Pacific – North**Rosemary Mitchell +81 (0) 3 6259 8888 [rosemary.mitchell@rolls-roycemotorcars.com](mailto:rosemary.mitchell@rolls-roycemotorcars.com)

**Asia Pacific – South**Hal Serudin +65 6838 9675 [hal.serudin@rolls-roycemotorcars.com](mailto:hal.serudin@rolls-roycemotorcars.com)

**China**Anna Xu+86 10 84558037 [anna.xu@rolls-roycemotorcars.com](mailto:anna.xu@rolls-roycemotorcars.com)

**Eastern Europe**Frank Tiemann +49 (0) 89 382 29581 [frank.tiemann@rolls-roycemotorcars.com](mailto:Frank.Tiemann@rolls-roycemotorcars.com)

**Northern Europe and Scandinavia**Ruth Hucklenbroich +49 (0) 89 382 60064 [ruth.hucklenbroich@rolls-roycemotorcars.com](mailto:ruth.hucklenbroich@rolls-roycemotorcars.com)

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

**North America and South America**Gerry Spahn +1 201 930 8308 [gerry.spahn@rolls-roycemotorcarsna.com](mailto:gerry.spahn@rolls-roycemotorcarsna.com)