**Rolls-Royce**

Media Information

**ROLLS-ROYCE BLACK BADGE CULLINAN MAKES CHINA DEBUT**

November 15, 2019, Shenzhen

Rolls-Royce Motor Cars today showcased the full lineup of the marque’s permanent Bespoke Black Badge family for the first time in China at the OCT Contemporary Art Terminal Shenzhen with the debut of its newest and final member, Black Badge Cullinan ⎯ the darkest and most urban statement of Black Badge yet. The debut was accompanied by a daring and disruptive show by British bionic performance artist Viktoria Modesta, an event that vividly demonstrated the statement of Black Badge Cullinan as ‘King of Night’ and Black Badge family’s attitude of ‘Dare to be Different’.

Black Badge is a fundamentally different and unprecedented Rolls-Royce series, a symbol of endless energy and power as well as astonishing torque. 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. Launched in 2016, Black Badge was an instant success with younger and more adventurous clients, making it a commanding presence on the super-luxury landscape.

Henrik Wilhelmsmeyer, Director of Sales and Brand, Rolls-Royce Motor Cars, commented: “The Black Badge family defines a new space within the super-luxury market. As the darkest and most urban statement of Black Badge yet, Black Badge Cullinan perfectly inherits the pedigree of Cullinan, the world’s pinnacle super-luxury SUV, in the spirit of Black Badge, taking the perfect interpretation of mystery and ultimate luxury to the next level and offering its owners a driving experience with infinite possibilities.”

The Black Badge Cullinan that debuted in China appeared in the iconic darkest colour of the Black Badge family. 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 all-new 22-inch forged alloy wheels are 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.

Key to the visceral thrill of Black Badge Cullinan is the Architecture of Luxury, Rolls-Royce’s proprietary all-aluminium architecture. For Black Badge, the Architecture of Luxury has been comprehensively re-engineered for the first time while retaining Rolls-Royce’s signature ‘Magic Carpet Ride’ experience. The motor car’s 6.75-litre twin-turbocharged V12 engine delivers more power (600PS) and greater torque (900NM), and its re-engineered drivetrain and chassis provide enhanced dynamic performance.

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. 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 among all the 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 1,344 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, with the nameplate ‘Cullinan’ 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.

After elaborating on the fascinating charisma of Black Badge Cullinan, Leon Li, Director of Greater China, Rolls-Royce Motor Cars, concluded: “Today, we are introducing the boldest and darkest expression of Black Badge yet, the ‘King of the Night’, Black Badge Cullinan. The energetic Rolls-Royce Black Badge Cullinan perfectly responds to the needs of those who refuse to be defined by conventions.”

At the event, British bionic performance artist Viktoria Modesta, commissioned by Rolls-Royce Motor Cars, excited the audience with a brave and fearless live performance that reflected Black Badge’s unique attitude and unapologetic spirit.

In a short film produced by Rolls-Royce in collaboration with Viktoria Modesta, the bionic artist rocks a prosthetic limb wrought from Black Badge fibre glass fitted with a Tesla coil that sparks like a bolt of lightning. In the film, she is capable of changing time and space, reshaping the world, and commanding the direction of the future at will. The boundary-pushing imagery echoes the Rolls-Royce Black Badge series’ edginess.

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**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.

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