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| ROLLS-ROYCE | MEDIA INFORMATION |
| ROLLS-ROYCE CULLINAN:a desert ADVENTURE AWAITS |

Tuesday 13 October 2020, Dubai, United Arab Emirates Under Embargo 10:00 BST  
#RollsRoyceCullinan #EffortlessEverywhere

Luxury conveyance is no longer confined to an urban environment. As Rolls-Royce clients the world-over seek to conquer the most challenging terrains and enjoy life’s most enriching experiences, they wish to pursue this unbounded access in ultimate luxury.

Enter Rolls-Royce Cullinan, taking the marque’s patrons to the edge of adventure in uncompromised luxury.

Cullinan is Rolls-Royce as it’s never been seen before. Effortless, everywhere, Cullinan takes the world in its stride and takes visionaries and explorers on the epic adventures they dare to undertake. Now, adventure awaits as “the Rolls-Royce of SUVs” embarks on an expedition completely off the beaten track and into the beauty and mystery of the Arabian desert.

A local patron of luxury took his Sapphire Black Cullinan and brought supreme liberty to life as he took the world-famous Rolls-Royce ‘Magic Carpet Ride’ off-road and onto the graceful and imposing dunes. Discovering new horizons on the golden sands, the outcrops and the steep sandy cliffs, Cullinan became a force of nature, and lead by the Spirit of Ecstasy, surfed over high and low terrains with absolute authority. Undulating smoothly and quietly, Cullinan floats across this unforgiving landscape, making the journey seamless and magical.

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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.

## 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 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.

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