|  |
| --- |
| ROLLS-ROYCE | MEDIA INFORMATION |
| Rolls-Royce MOTOR CARSCULLINAN RECREATION MODULE 12 April 2021, Goodwood, West Sussex   * Recreation Module presents unique Bespoke opportunity in pinnacle SUV * Automatic drawer reveals 48 litres of space primed for Bespoke commissions * Highly popular Viewing Suite incorporates two effortlessly deployed leather chairs * Subversive King of the Night commission reflects versatility of Recreation Module |

EFFORTLESS EVERYWHERE

Rolls-Royce Cullinan, the world’s pre-eminent super-luxury SUV, promises the intrepid owner an unrivalled blend of comfort and capability surmised as ‘Effortless, Everywhere’. In addition to conveying its occupants to their destination in absolute serenity, off road or on road, Cullinan offers two unique Bespoke features to ensure that, on arrival, clients are equipped with everything required for their adventure.

The first is the Recreation Module, a motorised drawer cassette designed to fit securely and invisibly into the luggage compartment floor of Cullinan. At the touch of a button, the Recreation Module slides open to reveal equipment, accessories and paraphernalia personally selected by the motor car’s commissioning client, each item ensconced in its own individually tailored container. The Recreation Module can be trimmed to match or contrast with the car’s interior and exterior colourway according to the commissioning client’s preference.

THE LUXURY OF VERSATILITY

The Recreation Module provides 48 litres of space that can be configured precisely to accommodate the customer’s requirements. Furthermore, the entire assembly can be removed and stored separately, allowing customers to create Recreation Modules for specific hobbies and applications, from fly fishing, rock climbing, snowboarding or parascending to kite-boarding or base-jumping. For example, a Cullinan client could devise three individual Recreation Modules for shooting, skiing and photography equipment, then select and install the appropriate unit prior to departure.

While the Recreation Module adds enormously to Cullinan’s versatility and individuality, it does so without compromising the car’s spacious 2,245 mm loading length and boot capacity of up to 1,930 litres.

KING OF THE NIGHT

In late 2019, Rolls-Royce Motor Cars commissioned photographer Mark Riccioni to create a series of innovative and subversive images featuring Black Badge Cullinan, under the cover of darkness, among the distinctive automotive subcultures of Greater Los Angeles. To support the project, the marque developed a personalised Urban Photography Recreation Module, incorporating specialist equipment including a DJI Mavic Mini drone, 12.9-inch Apple iPad Pro and 16-inch Apple MacBook Pro for image capture and editing on location. The Bespoke Collective of Designers, Engineers and Craftspeople also found room for Riccioni’s Sennheiser PXC550 MkII noise-cancelling headphones, Persol PO3225-S sunglasses and outerwear from streetwear brand Supreme.

HOSTING SERVICE

To accommodate hosting in even the most rugged locations, the marque developed a permanent Bespoke feature for Cullinan named the Hosting Service. This remarkable marriage of design, craftsmanship and engineering offers a range of accoutrements to create the perfect beverage while enjoying the world’s most breathtaking vistas. Suited to hosting up to eight adults, the Hosting Service comes complete with glassware and the utensils for creating a fresh cocktail or a classic gin and tonic for passengers. Elegant highball glasses are adorned with discreet Rolls-Royce monograms whilst wooden chopping boards are made of the highest quality American walnut. Additionally, space is provisioned for a light snack service.

THE BEST SEAT IN THE HOUSE

As well as the Recreation Module, the rear compartment can accommodate a second Bespoke feature, unique to Cullinan, that customers can specify to enhance their explorations. With the tailgate open, a touch of a button deploys the Viewing Suite – two rear-facing sociably arranged either side of a retractable cocktail table. The Viewing Suite provides the perfect place in which to relax and reflect on the day’s events. Truly the best seat in the house.

-ENDS-

TECHNICAL SPECIFICATIONS  
Black Badge Cullinan:   
NEDCcorr (combined) CO2 emission: 341 g/km; Fuel consumption: 18.8 mpg / 15.0 l/100km  
WLTP (combined) CO2 emission: 377-355 g/km; Fuel consumption: 17.0-18.1 mpg / 16.62-15.6 l/100km

Cullinan:  
NEDCcorr (combined) CO2 emission: 341 g/km; Fuel consumption: 18.8 mpg / 15.0 l/100km  
WLTP (combined) CO2 emission: 377-355 g/km; Fuel consumption: 17.0-18.1 mpg / 16.6-15.6 l/100km

## 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](https://www.press.rolls-roycemotorcars.com/rolls-royce-motor-cars-pressclub).

You can also follow marque on social media: [LinkedIn](https://www.linkedin.com/company/rolls-royce-motor-cars/); [YouTube](https://www.youtube.com/user/RollsRoyceMotorCars);[Twitter](https://twitter.com/rollsroycecars); [Instagram](https://www.instagram.com/rollsroycecars/); and [Facebook](https://www.facebook.com/rollsroycemotorcars).

## 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.

iPad and MacBook are trademarks of Apple Inc., registered in the US and other countries. All brands and trademarks belong to their respective owners. Use of them does not imply any affiliation with or endorsement by them.

## CONTACTS | goodwood

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

**Head of Corporate Relations**Andrew Ball  
+44 (0) 7185 244064 / [Email](mailto:andrew.ball@rolls-roycemotorcars.com)

**Head of Global Lifestyle Communications**Emma Rickett  
+44 (0) 7815 244061 / [Email](mailto:emma.rickett@rolls-roycemotorcars.com)

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

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

**Asia Pacific – South**  
Hal Serudin  
+65 8161 2843 / [Email](mailto:hal.serudin@rolls-roycemotorcars.com)

**Central and Western Europe**   
Ruth Hilse  
+49 (0) 89 382 60064 / [Email](mailto:ruth.hilse@rolls-roycemotorcars.com)

**Central/Eastern Europe and CIS**  
Frank Tiemann  
+49 (0) 160 9697 5807 / [Email](mailto:frank.tiemann@rolls-roycemotorcars.com)

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

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

**Russia**   
Malika Abdullaeva  
+7 916 449 86 22 / [Email](mailto:malika.abdullaeva@press.rolls-roycemotorcars.ru)

**The Americas**  
Gerry Spahn  
+1 201 930 8308 / [Email](mailto:gerry.spahn@rolls-roycemotorcarsna.com)