

## ***Rolls-Royce presents Cullinan Series II: A bold evolution of the world's pre-eminent super-luxury SUV***

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*The original Cullinan, launched in 2018, was the world's first super-luxury SUV, created to fulfil a unique and exacting brief. It had to be nothing less than the definitive super-luxury SUV —rugged yet refined, unstoppable yet serene: effortless, everywhere. Given the motor car's extraordinary success, and incredibly positive reception from clients in every region of the world, shaping a new expression of the 'Rolls-Royce of SUVs' was undertaken with meticulous care. The marque's designers, engineers and craftspeople drew on half a decade of detailed client feedback, the brand's own intelligence gathering and a raft of new technologies to advance Cullinan. In its new guise, which represents the most extensive Series II development in Rolls-Royce history, it responds to changing codes of luxury and evolving usage patterns while remaining true to the essential qualities that underpin Cullinan's unprecedented popularity.*

*Cullinan built a new legacy for Rolls-Royce Motor Cars, shaped in collaboration with a bold and uncompromising generation of super-luxury consumers. Cullinan Series II evolves and builds on this motor car's place in the brand, proving once more that the future of this marque will be shaped in partnership with its clients and characterised by exquisite contemporary crafts.*

### **Summary**

- *Rolls-Royce presents Cullinan Series II: a bold evolution of the world's pre-eminent super-luxury SUV*
- *Integrates advanced digital interface, SPIRIT, and private members app, Whispers*
- *New Clock Cabinet vitrine incorporates Spirit of Ecstasy figurine into Cullinan's interior*
- *Interior palette includes new botanical materials and modern craft techniques*
- *New Duality T will seating incorporates 2.2 million stitches and up to 11 miles of thread*
- *New Placed Perforation seat pattern inspired by clouds over the Home of Rolls-Royce and comprises 408,284 individual perforations*
- *Cullinan Series II directly responds to changing codes of luxury and client use cases*
- *Cullinan remains the most requested Rolls-Royce within the marque's product portfolio*
- *Black Badge Cullinan Series II available at launch, tailored to those seeking a more visceral interpretation of Rolls-Royce*

***Rolls-Royce Black Badge Cullinan Series II: The alter-ego, evolved***

*Rolls-Royce's disruptive alter ego, Black Badge, reached its apotheosis in Cullinan where its assertive and uncompromising attitude appeals to clients who seek the boldest forms of self-expression. Today, the marque presents a clear evolution of this subversive motor car with Black Badge Cullinan Series II.*

*Like its predecessor, Black Badge Cullinan Series II defines a distinct attitude and aesthetic code within the super-luxury sector. The clients who patronise this expression of the brand do so on their own terms – with Black Badge Cullinan Series II, Rolls-Royce signals its ongoing commitment to these individuals' requirements, and their bold appreciation of luxury.*

## **Summary**

- *Black Badge Cullinan Series II, an evolved, more visceral expression of Rolls-Royce*
- *Caters to a select subset of Rolls-Royce clients with specific tastes and priorities*
- *Unique Black Badge exterior coachwork and interior details developed for Series II*
- *More overt and expressive application of contemporary materials and technologies*
- *Integrates advanced digital interface, SPIRIT, and private members app, Whispers*
- *New interior Clock Cabinet vitrine incorporates Black Badge Spirit of Ecstasy figurine*
- *New Duality T will seating incorporates 2.2 million stitches and up to 11 miles of thread*
- *New Placed Perforation seat pattern inspired by clouds over the Home of Rolls-Royce and comprises 408,284 individual perforations*
- *First time a 23-inch wheel is available for a Black Badge Rolls-Royce*
- *Proven performance of 600PS and 900Nm torque preserved*
- *A available from launch, alongside Cullinan Series II*

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