

# Rolls-Royce names new high-bodied vehicle Cullinan

Rolls-Royce has announced that its all-new, high-bodied car "that will redefine luxury travel", will be called Cullinan.



"The name Cullinan has been hiding in plain sight since we revealed it as the project name some years ago," comments Torsten Müller-Ötvös, chief executive officer of Rolls-Royce.

The story of how this new Rolls-Royce came to be named Cullinan is itself one of the pursuit of perfection. Like the diamond, the Rolls-Royce Cullinan has undertaken a fascinating journey. From the searing deserts of Africa and the Middle East to the freezing snows of the Arctic Circle; from the grassy glens of the Scottish Highlands to the towering canyons of North America, the designers, engineers, craftspeople and artisans of the House of Rolls-Royce have shaped, tested and polished this car to eliminate any flaw and make it "effortless, everywhere".



"We were inspired by the epic processes, over many millennia, which went into the creation of the Cullinan Diamond. The name embodies the many facets of our new car's promise. It speaks of endurance and absolute solidity in the face of the greatest pressures; it tells of rarity and preciousness and it alludes to the pioneering, adventurous spirit of The Hon. Charles Rolls and the engineering innovation of Sir Henry Royce; and, of course, it speaks of absolute luxury, wherever

you venture in the world,” says Müller-Ötvös.

Cullinan is the second Rolls-Royce to sit atop the company’s recently announced all-new proprietary aluminium spaceframe ‘Architecture of Luxury’. Unique and unequalled in its brilliance, every facet of the Rolls-Royce Cullinan scintillates.

For more, visit: <https://www.bizcommunity.com>