

Rolls-Royce's first SUV finally makes its debut

Rolls-Royce launched its first SUV today. The Cullinan is named after the world-famous Cullinan diamond which was found in South Africa in 1905.



The 6.75 litre twin-turbo V12 Rolls-Royce engine delivers 420kW and 850Nm of torque to the all-new all-wheel drive, all-wheel steer system.

It's described as the first “three-box” car in the SUV-sector. The Cullinan’s rear partition wall creates a distinct environment for passengers, separated from the luggage compartment. It's also the second new Rolls-Royce to sit on the all-new aluminium ‘Architecture of Luxury’, and the manufacturer claims that the Cullinan is the most technologically advanced, and only purpose-built, luxury SUV in the world.

According to George Mienie, CEO of AutoTrader, the SUV sector in South Africa is showing strong growth: “There’s massive interest on SUVs that are listed on our site. However the Cullinan, which was conceived four years ago in the form of an idea and sketch, will undoubtedly propel this market to even greater heights,” he predicts.



Rolls-Royce names new high-bodied vehicle Cullinan

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Naturally, the Cullinan is a niche vehicle. “It is expected to represent the ultimate in luxury. And, when it arrives in South Africa, we know that it will carry a hefty price tag. However we are certain that many South African motorists will search for this vehicle – because it is enormously aspirational,” Mienie says.



While the Rolls-Royce Cullinan is expected to be at the very top of its game – in true Rolls-Royce tradition – the vehicle will be up against some stiff competition from established SUVs. Mienie reveals that, when it comes to SUVs with a R1m-plus price tag, the BMW X5 rules the roost. It is the most searched-for SUV in this sector over the past 12 months (March 2017 to Mar 2018). It is followed by the Mercedes-Benz GLE, Jeep Grand Cherokee and Range Rover Sport,” he says.

Four Cullinans are rumoured to arrive in South Africa this November. Pricing has yet to be announced.

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