ROLLS-ROYCE | MEDIA INFORMATION

ROLLS-ROYCE PRESENTS BLACK BADGE CULLINAN DAISY:

INSPIRED BY ONE CLIENT’S REMARKABLE PATH

24 April 2025, Goodwood, West Sussex

* Rolls-Royce Motor Cars presents Black Badge Cullinan Daisy
* One-of-one Black Badge Cullinan Series II inspired by a client's favourite hiking trail
* Features wood sandblasting technique, which creates striking three-dimensional effect
* Daisy motif extends to Coachline, Bespoke umbrellas and Illuminated Treadplates
* Bespoke Starlight Headliner depicts Ursa Major, Ursa Minor, Gemini and Taurus
* Completed with a Recreation Module for storing hiking equipment

*“My love for the outdoors has been a driving force behind both my personal passions and professional success. The inspiration for this commission came from a field of daisies on my favourite trail in the High Tatras mountains – a place I return to when I need to clear my thoughts.  I’m continuously amazed not only by the beauty but the resilience of this flower that seems to thrive in the face of nature's challenges. I envisioned Cullinan Daisy as a symbol of perseverance – balancing strength with serenity".*

**Commissioning Client, Black Badge Cullinan Daisy**

*“This commission challenged us to explore how natural motifs can be translated through craft and materiality. From the delicately etched Blackwood to the daisy detail hidden inside the umbrellas, we told the client’s remarkable story through unexpected textures and an entirely new palette. Black Cullinan Daisy is quietly confident, rich in symbolism, yet modern in execution. It also represents a different kind of Bespoke language* *where emotion is captured through restrained and thoughtful contrasts.”*

**Martina Starke, General Manager, Bespoke Design, Rolls-Royce Motor Cars**

Rolls-Royce Motor Cars presents its latest Bespoke commission, Black Badge Cullinan Daisy – a striking one-of-one Black Badge Cullinan Series II reflecting the commissioning client’s love of hiking and the outdoors. Drawing inspiration from a field of daisies on the client’s favourite trail in the High Tatras mountains, Black Badge Cullinan Daisy represents resilience and perseverance – much like a daisy that thrives in a variety of conditions. Commissioned by an individual who built their success in the outdoor and adventure equipment sector, Black Badge Cullinan Daisy symbolises their path to success.

**Exterior: Balancing Potency and Resilience**

The daisy flower appears as a Coachline motif, meticulously hand-painted to complement the single Coachline applied over the Powder Blue Exterior. The subtle colour palette provides a striking contrast to the darkened Black Badge Pantheon Grille, Spirit of Ecstasy and exterior brightwork.

**Interior Suite: Elegance and Complexity**

Inside, the daisy motif adorns the front fascia and the waterfall section between the rear seats. The design is meticulously applied to the Blackwood surface using a sandblasting technique. To create the design, the wood is subjected to a precision blasting process in which a stream of fine mineral particles is directed at the veneer, which delicately etches away microscopic layers of the surface. The interplay of light and shadow across the sculpted surface creates a three-dimensional effect, adding visual interest to the finished piece.

The Blackwood veneers are complemented by a subtle three-colour interior palette. The main leather hue is Fleet Blue, which extends to the Rotary Controls and B and C pillars. It is complemented by Selby Grey and Black leathers, with Fleet Blue seat piping and Selby Grey contrast stitching and headrest monograms. The interior is completed with Bespoke Illuminated Treadplates with a daisy design.

**Bespoke Umbrellas: Flowers in the Rain**

The daisy motif also graces the inside of the Bespoke umbrellas concealed in Cullinan’s rear Coach Doors. The playful pattern can only be seen on the interior of the umbrellas, recalling the ambience of a daisy field in full bloom on a rainy day.

**Bespoke Starlight Headliner: A Window into the Heavens**

Black Badge Cullinan Daisy is fitted with a Bespoke Starlight Headliner, capturing four of the great constellations that dominate the night sky in northern latitudes: Ursa Major, also known as the Great Bear, the Plough, and the Big Dipper; Ursa Minor, which includes Polaris, or the North Star; Gemini, clearly distinguished by the bright stars, Castor and Pollux; and Taurus, ‘the Bull’, identified by the red giant Aldebaran and the Pleiades star cluster.

**Recreation Module: Adventures Await**

Black Badge Cullinan Daisy is completed with a Recreation Module – an automatically-deployable storage compartment mounted on the luggage compartment floor, designed to house the client’s favourite hiking equipment.

- ENDS -

TECHNICAL INFORMATION

WLTP (combined) CO2 emission: 380-363 g/km; Fuel consumption: 16.8-17.7 mpg / 16.8-16.0 l/100km.

Further information: [**https://bit.ly/3XtQW7q**](https://bit.ly/3XtQW7q)

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

## EDITORS’ NOTES

Rolls-Royce Motor Cars is a true luxury house, creating the world’s most recognised, revered and desirable handcrafted Bespoke products for its international clientele.

There are over 2,500 people working at the Home of Rolls-Royce at Goodwood, West Sussex. This comprises both its global headquarters and Centre of Luxury Manufacturing Excellence – the only place in the world where Rolls-Royce motor cars are designed, engineered and meticulously built by hand. An [independent study](https://www.press.rolls-roycemotorcars.com/rolls-royce-motor-cars-pressclub/article/detail/T0414618EN/%C2%A34bn-for-uk-plc%E2%80%99:-rolls-royce-motor-cars-%E2%80%93-the-great-british-success-story) by the London School of Economics & Political Science confirms that since the company first launched at Goodwood in 2003, it has contributed more than £4 billion to the UK economy and adds more than £500 million in economic value every year.

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