



By appointment  
to HM The Queen  
motor car manufacturers  
Bentley Motors Limited  
Crewe Cheshire



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**BENTLEY**

## Press Information

### **BENTLEY MOMENTUM: A BESPOKE, BOLD NEW FRAGRANCE**

- **Bentley Momentum becomes third pillar in fragrance range**
- **Bracingly masculine scent matched with sleek modern presentation**
- **Exceptional materials and exciting contrasts deliver intensity**

**(Crewe, 10 February 2017)** Bentley Fragrances takes a step forward with a vibrant new scent: Bentley Momentum. Joining Bentley for Men and Bentley Infinite, the luxury automotive brand's third pillar matches an assertive, bracingly masculine fragrance with a sleek, modern presentation.

#### **Aromatic freshness contrasted with vibrant woods**

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Matching sleek scent design with exceptional materials, Bentley Momentum meets the same exacting standards as Bentley cars. In this new, forceful composition, the renowned master perfumer Nathalie Lorson creates excitement by contrasting aromatic freshness with potent, vibrant woods.

As the fragrance opens, a splash of aquatic notes energises sparkling bergamot and cool green violet. In contrast to this refreshing style, clary sage adds herbaceous, aromatic accents, hinting at the sensuous warmth that unfolds in the heart notes.

Gaining momentum, the scent segues into a strikingly modern accord of ambergris and cashmere wood, evoking clean, sun-warmed skin and polished wood. The dry-down reveals a deep, burnished blend of smooth sandalwood and dusky tonka bean, in a sensuous trail of musk and moss.

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The new fragrance comes in two intensities, each with its distinctive olfactory design: Bentley Momentum Eau de Toilette and Bentley Momentum Intense Eau de Parfum. Along with a higher, eau de parfum concentration, Bentley Momentum Intense builds up the intensity of the composition with new ingredients that heighten the contrast between top and base notes. Elemi, a resin with green, zesty and peppery facets, spices up a cool aromatic accord of lavender and geranium. Cutting-edge woody ambery notes boost the vibrancy of the blend.

### Woody aromatic fragrance family

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#### **Bentley Momentum Eau de Toilette**

**Top notes:** Bergamot, Aquatic Accord, Green Violet, Clary Sage

**Heart notes:** Ambergris, Cashmere Wood, Jasmine Petals

**Base notes:** Sandalwood, Tonka Bean, Moss, Musks

#### **Bentley Momentum Intense Eau de Parfum**

**Top notes:** Bergamot, Elemi Essence, Lavender Essence

**Heart notes:** Geranium Essence, Tonka Bean, Ambergris

**Base notes:** Ambery Wood, Sandalwood, Musks

### Sleek, assertive design for a cutting-edge bottle

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Inspired by New York's soaring, vertical skyline, Bentley Momentum's bottle design reflects its assertive notes. Tall, rectangular and faceted, it is made of luxuriously heavy glass. The front and back are covered with silver brushed-metal plates, printed with the iconic "Flying B" Bentley logo and the name of the fragrance. Light silver for Bentley Momentum, these plates take on a darker shade of silver for Bentley Momentum Intense.



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In contrast with the bottle's bold geometric lines, the metal stopper is rounded, and entirely embossed with Bentley's signature knurling. The knurling motif also adorns the top and sides of the box, presented in a light grey with metallic silver sides and top for Bentley Momentum, and in dark grey with a dark silver top and sides for Bentley Momentum Intense.

***Bentley Momentum EDT, 100 ml; Euro 82.00; £59.00***

***Bentley Momentum Intense EDP, 100 ml; Euro 89.00; £69.50***

***Bentley Momentum Intense EDP, 60 ml; Euro 68.00; £49.00***

***Bentley Momentum Hair and Body Shampoo, 200 ml; Euro 27.00; £24.00***

- ENDS -

### Notes to editors

Bentley Motors is the most sought after luxury car brand in the world. The company's headquarters in Crewe is home to all of its operations including design, R&D, engineering and production of the company's three model lines, Continental, Flying Spur, Bentayga and Mulsanne. The combination of fine craftsmanship, using skills that have been handed down through generations, alongside engineering expertise and cutting-edge technology is unique to UK luxury car brands such as Bentley. It is also an example of high-value British manufacturing at its best. Bentley employs around 4,000 people at Crewe.

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