



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



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BENTLEY

Press Information

BENTLEY ON DEMAND: A NEW CONCIERGE-STYLE LUXURY EXPERIENCE

- **New concierge service trial offers owners their choice of Bentley, in luxury connected-mobility application**
- **Exclusively available to Bentley owners, via the Bentley Network app**
- **Owners choose from an exclusive Bentley on demand fleet with concierge delivery**
- **www.BentleyMotors.com/OnDemand**

(Crewe, 25 May 2017) Bentley is today announcing the trial of Bentley on demand – an innovative new luxury connected-mobility service designed to provide customers with a luxury mobility solution wherever they may be.

As the next step in the company's luxury mobility strategy, Bentley on demand enables customers to avoid the inconvenience and disruption of traditional rental car services.

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This announcement comes just six months after the company's successful trial with Filld, a mobile-app-based fuel-delivery service which affords owners the ultimate time-saving luxury of never having to search for or stop at a fuel station again.

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Bentley on demand has been created to meet the expectations of owners who wish to drive a Bentley while travelling, or who desire a different Bentley for special occasions. Whether it is a Bentayga SUV for family adventures, or a Mulsanne Speed for luxurious dynamic drives, Bentley on demand offers the car



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to suit the customer's requirements, providing a bespoke, connected, door-to-door service of the highest quality.

An Exclusive Service for Bentley Network App Members

Bentley on demand is now available to existing Bentley owners as a concierge service via the Bentley Network app. Members simply download the app, validate their account, and choose a suitable Bentley from the extensive luxury fleet available.

Following a confirmation, a courteous reminder of the reservation will be sent an hour before delivery, and the member will receive another message to inform them of the concierge's arrival with the car. The service is designed to ensure seamless delivery of the car to a convenient location, and minimal disruption to the Bentley Network member.

As part of the service, upon delivery the concierge will explain and demonstrate the car's features. When the reservation has ended, the same Bentley concierge will meet the customer at their preferred location to collect the car.

In addition to the luxury and high performance that every Bentley owners expects, Bentley on demand offers its members a personalised, convenient and memorable experience.

An Invitation to Trial the Latest Bentley Luxury Service

Bentley Network Members are invited to experience Bentley on demand via the exclusive Network app. The new service will be trialed in Los Angeles, New York and Dallas throughout the summer.

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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 four 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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