



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



By appointment
to HRH The Prince of Wales
motor car manufacturers
Bentley Motors Limited
Crewe Cheshire



BENTLEY

Press Information

BENTLEY POWERS ONTO THE PISTE IN EXCITING NEW VENTURE WITH BOMBER SKI

- **Bentley celebrates winter through a global partnership with fellow luxury brand, Bomber Ski**
- **Centenary Edition ski limited to just 100 pairs, adorned with 24-karat gold-plated inserts**
- **Bode Miller, former Olympic ski racer and Bomber co-owner, collaborates in creating and testing ski designs**
- **Two different designs for a total of 300 pairs of limited edition Bomber skis exclusively hand-made for Bentley**
- **With best-in-class ski equipment and extraordinary experiences to delight and challenge Bentley's boldest customers**



**EXTRAORDINARY
YEARS**

Wayne Bruce

Director of Communications
wayne.bruce@bentley.co.uk
+44(0)7780 004537

Julia Marozzi

Head of Lifestyle
Communications
Julia.marozzi@bentley.co.uk
+44(0)7789 988258

Bentley Motors Ltd

Pyms Lane
Crewe
CW1 3PL

www.bentleymedia.com
communications@bentley.co.uk
@BentleyComms

(Crewe, 10th December 2019) Bentley Motors is thrilled to announce the birth of an action-packed global partnership with Bomber Ski, in celebration of its centenary. To mark Bentley's historic 100 years the Centenary Edition ski, which is adorned with 24-karat gold plated diamond-shape inserts, not only enhances performance through cutting-edge design technology, but also adds a magical sparkle to skiers on the slopes.

On- or off-piste this unique collaboration between two of the world's leading luxury brands promises an extraordinary introduction to the very finest ski



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



By appointment
to HRH The Prince of Wales
motor car manufacturers
Bentley Motors Limited
Crewe Cheshire



BENTLEY

Press Information

equipment and an entrée into a range of snowscape experiences and après-ski enjoyment around the world.

With a shared passion for creating exceptional products using the finest materials and innovative techniques, the partnership between Bomber and Bentley has resulted in the creation of an outstanding ski: unparalleled in design and exceptional in quality, staying true to both brands' ethos of combining luxury and performance without compromise.

Bentley Lead Designer Chris Cooke worked closely with the Bomber teams in New York and Italy to bring the ski design from an initial sketch through to final production over the course of 18 months. The ski went through many rounds of intense testing to ensure absolute excellence on the slopes. The result has exceeded all expectations and the ski will match the needs of the world's best skiers and amateur enthusiasts alike.



**EXTRAORDINARY
YEARS**

Wayne Bruce

Director of Communications
wayne.bruce@bentley.co.uk
+44(0)7780 004537

Julia Marozzi

Head of Lifestyle
Communications
Julia.marozzi@bentley.co.uk
+44(0)7789 988258

Bentley Motors Ltd

Pyms Lane
Crewe
CW1 3PL

www.bentleymedia.com
communications@bentley.co.uk
@BentleyComms

"The project was a collaboration of experts who share our key values of next level craftsmanship and unrivalled design," commented Cooke.

"The design was inspired by the visual language of Bentley's centenary concept car, the EXP 100 GT, and developed into a beautiful three-dimensional structure that actually enhances the performance of the ski.

"Everything we design has purpose, so the 3D geometry on the surface of the ski not only creates a dramatic aesthetic but is concentrated around the areas where support and response are needed most by the skier. This creates a design execution that has never been seen before and an experience for the user that surpasses all expectations."



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



By appointment
to HRH The Prince of Wales
motor car manufacturers
Bentley Motors Limited
Crewe Cheshire



BENTLEY

Press Information

The design and development of the Bentley ski has also been heavily influenced by Bode Miller, legendary ski racer and co-owner of Bomber, who brought his skills and expertise to the entire process to ensure world-leading quality and, most importantly, the very best performance.

“On Bomber skis, one can actually feel the passion of the craftsmen that build them, an experience that no machine-made ski can reproduce. I’m thrilled to see this partnership with Bentley Motors so that we can enhance that 360-degree experience to even more enthusiasts throughout the world,” said Miller.

In honour of Bentley’s 100th year, the [Limited Edition Centenary Ski](#) takes inspiration from the diamond motifs, textures and patterns found in the EXP 100 GT concept car launched in 2019. With just 100 pairs being made, and featuring 24-karat gold-plated diamond-shape inserts, this ski guarantees its presence will be seen on the slopes.



**EXTRAORDINARY
YEARS**

Wayne Bruce

Director of Communications
wayne.bruce@bentley.co.uk
+44(0)7780 004537

Julia Marozzi

Head of Lifestyle
Communications
Julia.marozzi@bentley.co.uk
+44(0)7789 988258

Bentley Motors Ltd

Pyms Lane
Crewe
CW1 3PL

www.bentleymedia.com
communications@bentley.co.uk
@BentleyComms

The [Black Diamond Edition ski](#) is finished in gloss black for a dynamic and powerful aesthetic. Again, the distinctive Bentley diamond motif weaves its way across the highly polished ski, seamlessly gliding from a negative to a relief design, adding a textural finish that is rare to find within the ski market. In the Black Diamond edition, the six diamonds are accentuated in a gloss black finish, the sharp surrounding lines are formed using a highly unique pressing process.

Within the boutique Bomber factory in Biella, Italy, each pair of skis takes about 32 hours of handcraftsmanship to ensure the perfect execution. The ski is made from a sandwich construction with a core of wood and fibres, covered by two layers of Titanal. The top layer intricately blends from negative to relief



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



By appointment
to HRH The Prince of Wales
motor car manufacturers
Bentley Motors Limited
Crewe Cheshire



BENTLEY

Press Information

to add further texture and interest which has pushed both teams to innovate with tooling, processes and materials to execute such a detailed design.

The iconic Bentley wings logo lies proudly at the top of the skis with the Bomber Ski marque placed at the tail, both providing not only a visual reminder of this exciting collaboration but furthermore to add extra rigidity for a smoother experience on the slopes. Both are crafted in aluminium to recall the brushed aluminium of Bentley's Continental GT models.

Bentley Motors chairman and CEO Adrian Hallmark commented: "We are delighted to be in such an exciting partnership with Bomber skis, based on our shared and complementary values of technological excellence, world-class craftsmanship and innovative design.

"Our customers are seeking extraordinary products and experiences, so our collaboration provides a unique opportunity to experience peerless levels of exhilaration and control while skiing or driving, using the best technologies in the world today."



**EXTRAORDINARY
YEARS**

Wayne Bruce

Director of Communications
wayne.bruce@bentley.co.uk
+44(0)7780 004537

Julia Marozzi

Head of Lifestyle
Communications
Julia.marozzi@bentley.co.uk
+44(0)7789 988258

Bentley Motors Ltd

Pyms Lane
Crewe
CW1 3PL

www.bentleymedia.com
communications@bentley.co.uk
@BentleyComms

Bomber has been redefining the world of international luxury ski through its curation of Bomber Experiences, an exclusive programme of world-class skiing, dining and après-ski experiences at five-star destinations.

"Bomber fuses European après-ski culture with timeless, elegant, understated luxury to elevate the ski experience," said Robert Siegel, Bomber Ski's primary owner. "It's a spirit, a lifestyle, an attitude, that invites skiers to explore alpine experiences and create memories that they will treasure and relive infinitely throughout their lifetime. I believe creating unforgettable memories with



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



By appointment
to HRH The Prince of Wales
motor car manufacturers
Bentley Motors Limited
Crewe Cheshire



BENTLEY

Press Information

loved ones is the ultimate luxury and I am pleased to have Bentley on board to further enhance Bomber Ski's experiences."

After the launch of the skis, Bentley and Bomber will unite to deliver extraordinary customer experiences around the world, bringing together their like-minded communities to share in unparalleled ski and drive events in the world's best ski destinations.

As part of the ski events, customers will get behind the wheel of the Bentley product range on some of the most inviting mountain roads in the world, to truly experience the capability and luxury of the marque.

Only 100 pairs of the [Centenary Edition skis](#) and 200 pairs of the [Black Diamond Edition](#) have been manufactured and are available for sale at <https://bomberski.com/shop-products/> and through Bomber retailers and distributors.



**EXTRAORDINARY
YEARS**

Wayne Bruce

Director of Communications
wayne.bruce@bentley.co.uk
+44(0)7780 004537

Julia Marozzi

Head of Lifestyle
Communications
Julia.marozzi@bentley.co.uk
+44(0)7789 988258

Bentley Motors Ltd

Pyms Lane
Crewe
CW1 3PL

www.bentleymedia.com
communications@bentley.co.uk
@BentleyComms

The skis are currently available in one size, 171cm, with additional sizes available January 2020.

Further information about Bomber and Bentley ski experiences as well as an online booking portal is available at: www.bomberski.com/bentleyexperiences.

- ENDS -



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



By appointment
to HRH The Prince of Wales
motor car manufacturers
Bentley Motors Limited
Crewe Cheshire



BENTLEY

Press Information

Notes to editors

About Bentley Motors

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, Bentayga, Continental, Flying Spur 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.

About Bomber Ski

Bomber Ski's mission is to design and build handcrafted skis that enable the recreational skier to elevate their level of skiing and enhance their passion for the sport, which benefits intermediate skiers as much as, if not more than, experts. Bomber Ski also designs other leading ski gear, all of which provide the highest quality and unparalleled performance. Olympic and World Cup alpine ski gold medalist, Bode Miller is a principal owner and provides his expertise into the design and development of each ski. Bomber Ski owns its factory in Biella, Italy enabling the brand to fully control the quality of its products through a team of master craftsmen. Bomber Ski is sold online and globally in eight countries with the global headquarters located at 681 Fifth Avenue in New York City. Beyond equipment, Bomber delivers world-class experiences and services, designed to bring an elevated level to the ski experience. For more information on Bomber Ski, visit www.BomberSki.com.



**EXTRAORDINARY
YEARS**

Wayne Bruce

Director of Communications
wayne.bruce@bentley.co.uk
+44(0)7780 004537

Julia Marozzi

Head of Lifestyle
Communications
Julia.marozzi@bentley.co.uk
+44(0)7789 988258

Bentley Motors Ltd

Pyms Lane
Crewe
CW1 3PL

www.bentleymedia.com
communications@bentley.co.uk
@BentleyComms