



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 CENTENARY OPUS CELEBRATES 100 YEARS OF BENTLEY MOTORS IN THREE LUXURY EDITIONS

- **Weighing 30kg, the heaviest book ever produced telling the story of an automotive brand**
- **Featuring extraordinary cars, people and achievements that have built a great global brand**
- **Exclusive access to the designers, engineers and visionaries shaping Bentley's future**
- **Diamond-encrusted 100 Carat Edition limited to seven copies worldwide**
- **More information at www.thisisopus.com/Bentley**

(Crewe, 16 May 2019) An exciting journey through Bentley's rich heritage is today brought to life in a collaboration with specialist luxury book publisher, Opus, in limited edition books that will thrill and delight lovers of the brand. From the splendid Le Mans victories of the 1920s, iconic models of the past, through the renaissance of a new generation of Grand Tourers and the craftsmanship and rarity values of limited edition models, the nine chapters and more than 800 pages powers the Bentley story into life.



**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

It also brings into focus the future of the Bentley brand as it spearheads the drive into the next 100 years of development and innovation. The extraordinary cars, people and achievements that have built the Bentley brand over its first 100 remarkable years will also be the key to future success.

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



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

As the official publishers of all three editions of the Bentley Centenary Book, Opus has been given exclusive access to the designers, engineers and visionaries shaping the future of the UK's leading luxury car company.

Beginning with an introduction by fashion icon Ralph Lauren, in nine compelling chapters the story of Bentley Motors features a foreword from a friend of the brand who is an expert in that field. Subjects include core Bentley values such as Performance, Design, Rarity and Craftsmanship, as well as Innovation and Extraordinary Customers.

The final chapter, The Future, is from our chairman and CEO Adrian Hallmark, who is taking Bentley into its next exhilarating century.

"Part of what defines luxury is responding to people's needs for achievement, self-expression and reward, in whatever field they operate," he says. "Bentley's customers of the future will value elements such as tradition, heritage and craftsmanship and innovation. But above all, I believe they will continue to enjoy the thrill of driving."



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

At almost a metre wide when opened and weighing approximately 30 kilos, the Bentley Centenary Opus is much more than a coffee table book. Indeed it is the biggest book ever produced on the story of an automotive brand.

Available in three distinct versions - the Mulliner, the Centenary and the 100 Carat limited editions – these will be confined to an exclusive print run of 100 copies worldwide for Mulliner, 500 copies worldwide for Centenary, and just seven for 100 Carat - to reflect the rarity, collectible value and long-term investment that the book embodies.



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

Created, printed and hand-bound by master binders in England, the book utilises leather hides from the same sources as those used in Bentley models, while the Bentley Wings badge that adorns the front cover is an official hand-crafted badge, the same as those used on every Centenary model. Owners will be able to choose their own Bentley hide colour for the front cover of their edition.

Between the covers the content features never-seen-before imagery, rare historical content and photography exclusive to the Bentley Opus, with special gatefold pages measuring two metres across.

Highlights of the Mulliner edition include iconic giant 20in x 24in Polaroid Portraits to showcase 10 landmark Bentleys – the first time the world's largest polaroid camera has been used to photograph automobiles - and a collection of 56 Bentley model watercolours commissioned exclusively for the Bentley Opus project and individually painted on silk paper.



**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

A piece of Bentley racing history completes the edition with a section of competition Michelin rubber crafted from the 'front left' raced-used tyre taken from the 24-hour Le Mans-winning Speed 8 of 2003. This historic element will be inlaid into the inside cover of the Mulliner clamshell presentation case.

One very special feature is the 'tailor-made' bespoke option. Owners can have their own photographs included on special bespoke pages within their Bentley Opus edition. Being part of the Centenary story – unique in publishing – means that owners can ensure their own cars and treasured



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

memories are included in the story. The Mulliner edition owners can also request their own cherished Bentley models cars to be photographed by Opus for inclusion on their own editions. Another unique personalisation option offers owners the choice of having their names gilded in gold or silver onto the cover of their edition if they wish.

The third version of the book, the exquisite 100 Carat edition, offers the ultimate in embellishment and decoration, adorned with 100 carats of diamonds and limited to an exclusive issue of seven – one for each continent. The iconic Wings badge is set in a choice of white gold or platinum to enhance the stunning diamond border.

Mulliner Edition – 100 copies: £12,500 per copy

Centenary Edition – 500 copies: £3,000 per copy

100 Carat Edition – 7 copies: £200,000 per copy



**EXTRAORDINARY
YEARS**

- ENDS -

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

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 – 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 4000 people at Crewe.

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