



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



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BENTLEY STYLE ALCHEMY: EXCLUSIVE PREMIERE OF THE ALL-NEW FLYING SPUR IN MOSCOW

- **A Russian premiere of the all-new Flying Spur took place in the luxurious Bentley Rooms penthouse at Tverskaya Residence**
- **Modern Alchemy by Bentley: a captivating panoramic vista of the city, exquisite décor of Bentley Home, mysterious atmosphere and exclusive impressions**
- **The Flying Spur is a unique mix of the elegance of a luxurious limousine, sports sedan performance and cutting-edge technologies**

(Moscow, September 16, 2019) Bentley is introducing the all-new refined and dynamic Flying Spur to the Bentley Rooms on top of Tverskaya Residence in Moscow, in room 100 – a momentous number for the brand's anniversary year.



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The quintessence of British style, an intriguing and mystifying atmosphere of “modern alchemy” and a captivating vista of Moscow centre awaited the guests who arrived for a private screening of the most immaculate and luxurious sports sedan.

A clandestine penthouse in the centre of the capital of Russia, a panoramic vista of the city – Moscow-City towers, the hotel “Ukraine”, Ostankino tower, the House of the Government, and the Kremlin, Flying Spur debuted in a habitual business environment of today's metropolis.

Christian Schlick, Head of Bentley Russia, says, “The all-new Flying Spur has been developed from scratch and will be assembled at the iconic Bentley factory



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in Crewe. Its name is the only legacy from the predecessor model. We are excited and confident that the Flying Spur will impress Russian customers. This luxurious and dynamic sports sedan is a touchstone of elegance and quality associated with Bentley for 100 years."

The design development stages and the birth of a masterpiece, from the very first line to the very final details that build an exclusive image of Bentley Flying Spur, were displayed in room 100 as a unique sketch gallery centred. Unique installation of the Flying B is located in the lobby of the Residence. Developed in the centennial year, the Bentley mascot has acquired a new design that matches the new age style.

The bar of the ONEGIN brand, inspired by the exclusive atmosphere of Bentley Rooms and the masterpiece of craftsmen from Crewe in the UK, offered exclusive cocktails dedicated to the brand's centenary, which were named after Bentley legends that made the company's successful history.



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The luxurious atmosphere of the secret Bentley Rooms has been highlighted by the new Bentley Home collection. The interior line of the brand embodies the sophistication of the British style. The interior was designed by VOIX, the official distributor of the brand home collection in Russia. Tables made of natural marble, velvet pillows, sofas and armchairs of the highest quality with branded stitching transformed a part of the penthouse into an incredibly stylish and extraordinary lounge area that can impress even true connoisseurs of design.

The protagonist of the exclusive event, the all-new Bentley Flying Spur, is a



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unique mix of limousine luxury and sporting dynamics and focused on both the driver and passengers. An exclusive interior finish and advanced technologies are a brilliant addition to the inimitable exterior design.

Hans Holzgartner, Senior Product Manager for Bentley Motors, says, "The all-new Flying Spur is a perfect blend of emotional design, performance engineering and innovative technology in a luxurious Grand Touring sports sedan. We have created a timeless car that will transcend fashion trends, intended to delight its owner with a constant voyage of discovery, preserving, and multiplying its status for decades to come. We are sure it will add a new successful chapter in Bentley's history".

The Flying Spur has an improved 6.0-litre W12 engine and 8-speed transmission with a double clutch that shifts gears even faster, smoother and more efficiently. The engine capacity is 635 PS with a torque of 900 Nm. Acceleration from 0 to 100 km/h takes just 3.8 seconds, and the maximum speed is 333 km/h.



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A bright and expressive design of the all-new Flying Spur is a reincarnation of the legendary Bentley style. For the first time, the bonnet of the modern Flying Spur is decorated with a retractable mascot in the form of the letter B. Each and every part demonstrates the unsurpassed Bentley style. With a new chromium-plated reflector, the edges of the LED matrix lights with a cut glass effect glitter even when the headlights are off.

The interior of the Flying Spur demonstrates the mastery of Bentley professionals in creating exclusive luxury and innovations. The model may be



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equipped with a three-edge rotating display (Bentley Rotating Display), a historic first in the industry. For the first time, the interior has a leather finish of the door panels with three-dimensional diamond-shaped embossing. The new Flying Spur introduce decorative inserts made with the new Crown Cut Walnut veneer creating a stylish and modern finish.

The Bentley Collection, menswear and womenswear and accessories in the manner of the legendary English brand, was also presented at the exclusive event. Sophisticated and refined models feature superior craftsmanship and elegant design. Silk shawls, cashmere scarves, wallets, gloves and other Bentley Collection accessories will perfectly complement any look.

Discover the full Bentley Collection on shop.bentleymotors.com. Learn more about the availability of the Collection items and order information is available at the official dealerships in Russia.



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Tverskaya Residence

Tverskaya Residence is an elite development with expanded hotel services and designer finish located in a prestigious part of Tverskaya street.

Residents will have the round-the-clock exclusive privileges, access to a restricted infrastructure, fitness centre, spa, playroom for children, home cinema, conference room, cigar lounge and other services. Panoramic windows open up to the city: Moscow-City towers, the hotel "Ukraine", Ostankino Tower, House of the Government, and the Kremlin.

The ONEGIN brand

The ONEGIN brand is first own product of Simple company. Its launch took



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place on October 4, 2016; 185 years after Alexander Pushkin put an end to the novel of the same name. After 3 years, the ONEGIN brand accompanies the most significant events and is an adornment of the best gastronomic restaurants of the two capitals.

The perfect balance of softness and astringency is achieved through the right combination of basic elements – crystal clear water and special wheat spirit. The final faceting is given to the taste by additional ingredients – honey distillate, bourbon vanilla, almond extracts and white raisins. Blended in small batches.

VOIX INTERIORS

The first VOIX furniture showroom was opened over 13 years ago by a team of professional designers. During this time, the company introduced the Russian market to key luxury furniture brands and implemented hundreds of residential and commercial premises projects.

Today VOIX INTERIORS is a network of salons and an international design studio that unites designers and architects from Russia, Italy and France.

VOIX INTERIORS projects are known for their sophistication, uniqueness and ergonomics. The showroom furniture collections represent luxury and emphasize style and high status.

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



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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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