



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



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BENTLEY

Press Information

SU-PAW MODEL POOCHES SPARKLED IN THE BENTAYGA PAWSH PHOTOBOOTH AT GOODWOOF 2024

- **Bentley was the automotive partner of Goodwoof 2024 for the third year running, held at the Goodwood Estate**
- **Bentley unveiled a one-of-a-kind pawsh photobooth creating the perfect setting for su-paw model pooches to strike a pose**
- **Hundreds of dogs led by a trusty Bentley were guided along the 1km Breed March route**

(Crewe, 20 May 2024) Last weekend's Goodwoof once again welcomed dog enthusiasts to the Duke of Richmond's Goodwood estate for a grand celebration of all things canine. With pups of all shapes and sizes in attendance, the event featured various activities, including the Breed Meets where Bentley led hundreds of dogs around the 1km track.

Bentley also unveiled a one-of-a-kind pawsh photobooth designed in collaboration with luxury pet outfitter, Mungo & Maud. Featuring delightful canine-inspired motifs, the playful graphic design was created by the team Mungo & Maud in its signature colourways. The rear of the car was also fitted out in Mungo & Maud accessories, so su-paw model pooches could sparkle in the Bentayga. With dogs fur-ociously hoping to collar the crown with their tail-wagging charm and fetching poses, over 6,000 photos were snapped over the weekend with funds raised for [Jai Dog Rescue](#) – Goodwoof's charity sponsor for 2024.

Another highlight was the return of the Bentayga Sheepherding, which rounded up lambs, ewes and rams during one of the festival's most popular activities.

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Bentley's Chief Communications and D&I Officer, Wayne Bruce, said "It was a great weekend on the Goodwood lawn. Hundreds of four-legged friends collected their pawprints on the Breed Meets, guided by Bentley. Let's not forget the pawsh photobooth where 6,000 photos were snapped in aid of Jai Dog Rescue. Thank you to everyone who came, and to my team!"

– ENDS –

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 five model lines, Continental GT, Continental GT Convertible, Flying Spur, Bentayga and Bentayga EWB. 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 Goodwoof

Goodwoof presented by MARS Petcare is a celebration of all that we love about dogs on the Goodwood Estate. It takes place in the fields around the James Wyatt-designed Kennels, which is now the social home of our sporting membership on Saturday 18 and Sunday 19 May 2024. The event offers a wide range of activities and demonstrations designed to delight, entertain and inform. Dog owners and their families and friends can encourage their own dog to have a go, browse our carefully hand-picked retailers, enjoy a dip in Fido's Lido, sit back with a glass of Taittinger champagne, relax in The Studio presented by Radox Health with a spot of sound bathing, reiki or Dog Yoga, or marvel at the clever kennels designed by architects from around the world as part of the Barkitecture competition. Tickets for Goodwoof are on sale and can be purchased at goodwood.com or by calling the Ticket Office on +44 (0) 1243 755055. Children aged 12 and under and dogs go free and a half-price Young Person's ticket is available for those aged between 13 and 21. All activities across the event are included in the ticket price.

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