



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



By appointment  
to HRH The Prince of Wales  
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**BENTLEY**

## Press Information

### **BENTLEY'S CORONATION CUSHIONS - FIT FOR A KING**

- **Coronation of Their Majesties King Charles III and Queen Camilla celebrated with a limited series of bespoke, handcrafted cabin cushions**
- **Skilfully manufactured at Bentley's Dream Factory in Crewe**
- **Hides, piping and embroidery chosen to match fleet of Bentleys**
- **Coronation Emblems embroidered into cushions – each one consisting of nearly 30,000 stitches**
- **Three days were required to digitise the Coronation Emblem and achieve Bentley's embroidery quality standard**

**(Crewe, 3 May 2023)** To celebrate the coronation of Their Majesties King Charles III and Queen Camilla, a team of Bentley's craftspeople have worked together to produce a limited series of bespoke cabin cushions for a fleet of Bentleys. The team, based at Bentley's Dream Factory in Crewe, has used a combination of fine craftsmanship and cutting edge technology to digitise the special Coronation Emblem before creating each bespoke cushion by hand.

Three full days and four iterations of embroidery processing were required to achieve Bentley's exacting quality standards, with nearly 30,000 stitches in each emblem needing careful refinement. The emblem consists of two separate thread colours, and three different colourways of the emblem were used, to contrast the individually-selected hides for different colours of cushions to match the interiors of the Bentleys that will use them.

Each cushion took over three hours to produce and uses hides sourced from Northern Europe where the temperate climate and lack of barbed wire fencing reduces imperfections. Each hide is checked and marked by hand and eye before

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being precision cut. Stitched, shaped and finished entirely by hand, the completed cushions rivals the quality of the cars themselves. Trim Developer Ella Mitchell has led the craftsmanship process that's produced the bespoke cushions for this unique occasion. The cushions will remain with Bentley's press cars for a time and are not available for purchase.

The most noticeable element in the cabin of any Bentley is the choice of colour of the leather used. The colour combinations for the cushions have been matched to the individual specifications of two Bentayga EWBs and two Bentayga Hybrids, and one other highly bespoke Bentley, in time for this weekend's coronation celebrations.

The colours of the cushions include Cricketball, Cumbrian Green, Imperial Blue and Saddle, utilising 1.4mm thick leather with accent piping of Beluga, Porpoise, Newmarket Tan and Imperial Blue respectively. Contrasting the leather, the emblems have been sewn in Black, White, Red and Blue thread. The size and shape of the cushions have been modelled from the cushions of the 1958 S1 Continental Flying Spur in Bentley's Heritage Collection.

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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, Mulliner 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.

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