



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



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## Press Information

### **BENTLEY AND THE MACALLAN INTRODUCE: THE MACALLAN HORIZON**

- **Unique prototype of first product collaboration revealed**
- **Ground-breaking horizontal vessel to hold exceptional single malt whisky**
- **Six key upcycled, repurposed or ethically sourced materials unite to create a stunning, sustainable design**
- **Recycled copper, reused wood, recycled aluminium and low CO<sub>2</sub> leather crafted together by hand**
- **Jointly developed between design teams at Bentley and The Macallan**
- **Represents the next step in a partnership founded in sustainability**
- **To be launched in Summer 2023**

**(Crewe and Speyside, 22 August 2022)** Bentley Motors and The Macallan have today revealed the ground-breaking design of The Macallan Horizon – the first limited edition single malt whisky being created by the brand collaboration.

Reflecting the sustainability core that’s at the heart of the partnership together with a joint purpose of innovation, the prototype of The Macallan Horizon fuses traditional craftsmanship, recycled materials and an exclusive horizontal design. Created following extensive joint development between Bentley Motors and The Macallan, the prototype encapsulates a joint ambition of building a sustainable future from the rich heritage of both brands.

In homage to The Macallan’s acclaimed Six Pillars – the foundation stones of the brand that account for its distinctive single malt whiskies - The Macallan Horizon incorporates six unique upcycled, repurposed or ethically sourced materials which are integral to The Macallan and Bentley Motors.

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### **A Harmony of Six Key Sustainable Materials**

The prototype vessel that has been jointly crafted is unlike any bottle of whisky in history. The unique design defies the traditional vertical aesthetic of a whisky bottle and reflects the horizontal trajectory of a car, pushing the boundaries and the art of the possible. Accordingly, the vessel sits horizontally in a purpose-build cradle, and has no standing base.

At the centre of the design is a hand-made glass bottle with an extraordinary 180-degree twist, representing the mastery of space and time achieved by The Macallan and Bentley Motors in creating the prototype.

The vessel is then surrounded by an intricately twisted 3D structure crafted in a suite of beautiful, sustainable materials. The arms of the structure are crafted in:

- Recycled copper from the disused, curiously small spirit stills which were located within The Macallan's former distillery
- Aluminium recovered from the production of the Continental GT, Flying Spur and Bentayga at Bentley's home in Crewe, England
- Recycled wood from both brands
- The world's lowest CO<sub>2</sub> leather, locally-sourced in Scotland, and also used in the highly exclusive Bentley Mulliner Batur grand tourer unveiled yesterday

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The final component will be the extraordinary single malt whisky being crafted for the release, which will also tell its own story of recycling and sustainability.

Bentley's Product and Lifestyle Design Manager, Chris Cooke, comments:



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“Our prototype for The Macallan Horizon is truly pioneering in both its design and use of materials. It’s a fusion of the sharply defined yet curvaceous Bentley design DNA, The Macallan’s innovation and recycled materials from both iconic British brands. The form of the design has allowed us to treat light as a material in itself, and the interplay between light and repurposed wood, aluminium and copper is extraordinary. In being both an object of beauty in itself and having such strong sustainability elements, it’s a representation of what’s coming next from our partnership.”

Jaume Ferras, Global Creative Director for The Macallan, comments:

“Taking inspiration from the car industry, we are showcasing our creative development of The Macallan Horizon, which is among the most groundbreaking projects we have embarked on in our 200-year history.

“Working with Bentley Motors has inspired us to see things differently. In the whisky world, everything is upright, such as our stills and our bottles. When we looked at the horizontal direction pursued by Bentley Motors as part of the automotive industry, it made us consider if and how we could adapt this format for whisky, which ultimately requires to be poured.

“I am incredibly proud of the revolutionary design we have created for The Macallan Horizon and the unique sustainable materials we are incorporating as part of our commitment to a better world. It simply would not be possible without the incomparable craftsmanship and creativity for which The Macallan and Bentley Motors are renowned, and is the embodiment of the uncompromised excellence pursued by The Macallan since 1824.”

The Macallan Horizon will launch in Summer 2023.

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Bentley Motors and The Macallan launched their global brand partnership in July 2021. United by a dedication to craftsmanship, creativity, innovation and sustainability, both brands have committed to share learnings from their respective industries while continuing to pursue the uncompromised excellence for which they are renowned. The Macallan Horizon celebrates their union and their pursuit of a better future.

- ENDS -

Crafted without compromise.  
Please savour The Macallan responsibly.  
Do not drink and drive.

### 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 GTC, 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.

Founded in 1824 on a plateau above the River Spey in north-east Scotland, The Macallan is renowned globally for its incomparable craftsmanship, creativity and innovation with each bottle of single malt whisky revealing its unique mastery of wood and spirit. Social and environmental sustainability is at the heart of The Macallan, and as part of its commitment to establishing a positive legacy it revealed its award-winning new Distillery in 2018. Designed by internationally acclaimed architects, the building takes inspiration from the surrounding ancient Scottish hills and is located on The Macallan's beautiful 485-acre Estate. To this day, the single greatest influence on The Macallan's sought after portfolio of single malts is its sherry seasoned oak casks from which its whiskies derive their distinctive flavours, aromas and natural colour.

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