



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



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**BENTLEY**

## Press Information

### **BENTLEY INTRODUCES DIGITAL COMMISSIONING EXPERIENCE**

- **Personalised online experience launched to allow owners to continue to tailor cars to their own tastes**
- **Up to 10 billion possible product configurations per model - Using the Bentley configurator ensures an inspiring process that includes guidance on choices of exceptional hides, rare wood veneers and large palette of paints**
- **Customers gain exclusive access to Bentley's team of retailer experts through digital conversations, car immersions and online handovers**
- **Collaboration creates a car designed by Bentley and the customer**
- **Takes ownership experience to a different level – ensuring COVID safety from start to end, and available in all UK retailers**

**(Crewe, 7 January 2021)** With the United Kingdom once again under national lockdown, with car retailers closed to sales visits, physical commissions and test drives, Bentley is once again leading the way with the introduction of a unique Digital Commissioning Experience, tailored to the luxury marque's discerning customers' needs.

#### **Wayne Bruce**

Director of Communications  
wayne.bruce@bentley.co.uk  
+44(0) 7780 004537

#### **Matthew Reed**

Head of Corporate  
Communications  
matthew.reed@bentley.co.uk  
+44 (0) 7903 515088

#### **Bentley Motors Ltd**

Pyms Lane  
Crewe  
CW1 3PL

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

The unique service offers customers direct online access to the company's world-class retailer experts from the comfort of their own home. The personal experience customers have come to expect remains, through one-to-one online car immersion sessions, individual video handovers, and digital commissioning appointments. Using the online Bentley Configurator then reveals a myriad of design options – up to 10 billion possible configurations per model - when purchasing an all-new Bentley Continental GT or Flying Spur.



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The collaboration helps create an even more extraordinary vehicle, designed by Bentley and the customer themselves. The numerous options discussed with Bentley's retailer experts offer vast possibilities, meaning every online commissioned vehicle can be uniquely tailored to suit the tastes of each individual owner.

Sarah Simpson, Regional Director, UK, at Bentley Motors, said: "Since the pandemic struck, we have had to take the ownership experience to a different level. Our Digital Commissioning Experience maintains the personal relationship through digital channels and helps our customers navigate through the extensive Bentley options, alongside one of our trained experts. At the same time, ensuring a COVID safe and compliant experience from the very beginning, until they drive their tailored Bentley for the very first time.

"Our customers can rest assured that they can continue to experience the extraordinary world of Bentley, commission a car to suit their individual tastes, all through an exciting and inspirational process, while from the comfort of their own homes."

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With the minimum of exertion, Bentley's Digital Commissioning Experience is designed to be an enjoyable process, while taking into account the lifestyle choices, design preferences and aspirations of each customer. The detailed discussions enable the retailer expert to ensure every individual's vision of their ultimate Bentley is realised.

The entire purchase process can be completed online, meaning a visit to their local Bentley retailer is not necessary. Of course these COVID safety measures are extended further during production in a COVID-safe



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environment. Bentley was the very first UK automotive manufacturer to publish its COVID-19 risk assessment last year, following 250 new hygiene and social distancing measures put in place in Crewe.

Furthermore, upon car completion and inspection, each new Bentley undergoes a full sanitisation and protection process, ensuring safety for all involved. To conclude this extraordinary experience, Bentley offers a home delivery and online car introduction of each customer's own tailored Bentley.

To begin the Bentley Digital Commissioning Experience, customers should contact their local retailer. In line with UK Government guidance, all service and repair activity remains open to all customers by appointment only, with Bentley offering a collection and delivery service for all bookings.

- ENDS -

### 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 and production of the company's three model lines, Continental, Flying Spur and Bentayga. 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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