



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 MOTORS LAUNCHES GLOBAL BRAND CAMPAIGN; 'HOW DO YOU BENTLEY?'

- **Bentley Motors has launched a new global campaign; 'How do you Bentley?' to inspire new audiences to be a part of the iconic brand and its ever-growing luxury lifestyle proposition**
- **Developed by IPG-X, part of Interpublic Group, the film 'How Do You Bentley?' is directed by storyteller, Anders Hallberg and imagines a series of lenses into the Bentley world and the passions of the brand's audience**
- **The campaign will run across paid media, Out Of Home, Connected TV and Bentley's organic social channels to enable access, immersion and interaction**

(Crewe, 10 June 2024) Bentley Motors has launched a new global brand campaign; 'How do you Bentley?' inviting "Gen B" to discover and connect with the world of Bentley. A generation that transcends time, race and gender, Gen B is Bentley's target audience comprised of new and existing customers, fans of the brand and colleagues - all united by their common mindset to challenge the status quo, push the boundaries of luxury and explore the world of tomorrow.

Wayne Bruce

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

Ishika Sangar

Lifestyle Communications
Ishika@simonplussimon.com
+44 (0) 7715 102 600

Bentley Motors Ltd

Pyms Lane
Crewe
CW1 3PL

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

Bentley was founded in 1919 with a vision to be the world's most sought-after luxury car brand. Over the decades, the brand has been evolving taking the brand DNA into new disciplines with ambitions to become a leader in contemporary luxury lifestyle. Through working with talented craftspeople, engineers, and designers, the brand hopes to expand the craft, innovation, and quality design principles synonymous with the brand beyond the traditional automotive boundaries.



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Developed by IPG-X, the film 'How Do You Bentley?' is directed by storyteller, Anders Hallberg and imagines a series of lenses into the Bentley World. Each touching on the passions of the target audiences and nods to the brand's existing presence within these spaces whether it travel through the Bentley Extraordinary Journeys, music through the Bentley Record Room or design in Bentley Home. The different transitions explore the harmony of polarities of the brand whilst balancing luxury and performance, wellbeing and power, modern and traditional through authentic, in unexpected and elevated ways.

The campaign will run across paid media, Out Of Home, Connected TV and Bentley's organic social channels to enable access, immersion and interaction within Bentley's world.

Steven de Ploey, Global Marketing Director, said: "This brand campaign will be instrumental in positioning Bentley as the undisputed leader in luxury and performance, highlighting all aspects of the Bentley business, well beyond automotive. The campaign will also create an even more distinct and desirable profile for the brand, appealing to both new, as well as existing target audiences, by tapping into their key passion points."

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Nick Cooper, Global Executive Creative Director at IPG-X, said: "Our campaign line, 'How do you Bentley?' enables the brand to lead the conversation about what luxury lifestyle looks like, using a shared mindset to communicate with both an existing and growth audience. Director, Anders Hallberg's experience in understanding the luxury lifestyle world enabled us to dial in to the audience passion points, as much as the cars, to create a compelling and authentic narrative that embodied the brand. This campaign will be at the forefront of



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driving the brand beyond purely automotive and towards a luxury lifestyle proposition.”

- 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 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.

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