



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



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to HRH The Prince of Wales
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BENTLEY

Press Information

BENTLEY AMERICAS INKS COLLABORATION WITH WORLD-RENOWNED TATTOO ARTIST, BANG BANG

- **Groundbreaking, reactive UV technology brings inspirational design unveiled during Miami Art Week 2024**
- **Bentley collaborates with Bang Bang, world-renowned tattooist and extraordinary artist**
- **Bentley artwork pattern changes in white and ultraviolet wavelengths of light, mirroring the capabilities of Bang Bang's Magic Ink**
- **Bespoke, collaboratively designed one-off Bentley to debut in 2025**
- **Revolutionizing luxury automotive design through artistry and self-expression in the third edition of *Art in Motion***
- **A celebration of personalization: redefining craftsmanship and individuality through two masters of their crafts**

Miami, Fla. (9 December 2024) Bentley Americas proudly announces an extraordinary collaboration with Keith "Bang Bang" McCurdy, the globally celebrated tattoo artist, responsible for the most famous designs on the most iconic people in the world. His company, Bang Bang Tattoo in New York City, recently debuted the revolutionary and groundbreaking tattoo ink technology called Magic Ink. This technology allows the user to "turn on" and "turn off" their tattoos using specific wavelengths of light, allowing clients the ability to change the image in their skin.

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The collaboration launches with a one-off art car debuted during Miami Art Week, with a unique UV-activated design that unites two pioneers of artistry, both renowned for transforming their clients' visions into highly personal projects through the co-creation process.



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Bang Bang, together with his 35+ artists spanning 15 countries, immortalizes each client's stories through tattoos. The process is akin to that of Mulliner, Bentley's in-house bespoke and coachbuilding division, which crafts one-of-a-kind vehicles that embody the passions and individuality of their owners.

"This is an exciting exploration of the realm of artistic customization in an entirely new medium," said Bang Bang. "Bentley offers a canvas as luxurious and transformative as my tattoo art. This project allows us to create a masterpiece that celebrates individuality in motion."

Mike Rocco, President and CEO of Bentley Americas, remarks:

"Bentley has always pushed the boundaries to deliver the ultimate in craftsmanship, personalization and performance. This introduction with Bang Bang showcases our commitment to blending artistry and ingenuity to redefine what's possible in bespoke luxury."

A Unique Reveal at Miami Art Week 2024

During the Bentley Art in Motion showcase at Miami Art Week 2024, guests were immersed in a multi-sensory experience featuring projection mapping and UV light installations, inclusive of the groundbreaking UV vehicle wrap with patented ultraviolet printing akin to Bang Bang's 'Magic Ink' technology. A Bentley Bentayga EWB was the canvas for a striking co-created design led by Bang Bang and Bentley Mulliner designers, inspired by the polarities of the Bentley range and the new collaboration.

Design Consultant for Bentley Mulliner, Rich Morris, explains:

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“Initially, the car's façade presents harsh, tessellated shapes on the bonnet, symbolizing the tension one might feel at the start of a journey. As one moves along the car, these shapes transition into a fluid, structured ripple pattern along the sides, evocative of water droplets and creating Bentley's signature Azure diamond motif. This seamless transition embodies the transformation of feelings from stress to serene satisfaction upon reaching one's destination after driving in a Bentley.”

Simultaneously, Bang Bang's influence injects dynamic energy and power, reminiscent of Bentley's performance-focused Speed range. Illuminated during the reveal, ultraviolet 'black lights' unveil bold, animalistic artwork symbolizing unleashed potential. This vivid depiction complements the Bentley design by occupying negative spaces, creating harmony between tranquility and vigor. As a visual representation of their collaboration, this Bentley perfectly captures the essence of elegance and dynamic energy, setting a new standard for future innovations.

Peak Personalization

Together, Bentley and Bang Bang redefine the meaning of customization, merging artistic innovation with automotive excellence. Bang Bang will offer his client a unique opportunity to incorporate their personal stories into a one of one Bentley. From cherished memories to iconic imagery, the collaboration empowers one to transform a Bentley into a drivable expression of personal identity -- the next iteration of Bentley x Bang Bang drops in 2025.

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- ENDS -



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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.

About Bang Bang

Keith 'Bang Bang' McCurdy, named the most famous tattoo artist in the world by Vogue, has left his mark on Rihanna, LeBron, Selena Gomez, Cara Delevingne, Justin Bieber, and more. Responsible for the most famous tattoo company in the world, Bang Bang has seamlessly bridged the gap between fashion and tattoo, pioneering previously uncharted territory in the industry. His unique storytelling abilities and versatile style shape his artistic approach to fostering meaningful collaboration with clients, bringing their respective visions to life on skin.

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