



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



By appointment  
to HRH The Prince of Wales  
motor car manufacturers  
Bentley Motors Limited  
Crewe Cheshire



**BENTLEY**

## Press Information

### **BENTLEY BEARS ARE DRIVING HOME FOR A CUDDLY CHRISTMAS**

- **Bentley presents four adorable new bears; furry and adorable characters looking for lovely homes**
- **Just like one of Bentley's motor cars, they're made to last and pass from one generation to another**
- **The new Bentley Bears are available to purchase for £65 and £80 for the Signature Bear each on [shop.bentleymotors.com](https://shop.bentleymotors.com) and in Bentley showrooms**

**(Crewe, 08 November 2023)** You may already know the Bentley boys and girls, belles and bees, but may we present the Bentley bears; furry and adorable characters who are looking for loving homes on [shop.bentleymotors.com](https://shop.bentleymotors.com) and in Bentley showrooms for when they're not busy at the race track or on the production line. Each of the four teddies are beautifully soft to the touch and stylish in their attire.

The Special Edition Signature Bear, with flexible joints, is dressed for formal occasions with a double-ribbon necktie in grey and green and a Bentley-branded ear tag.

Then there's the Engineer teddy bear, primed for the pits with their white and green overalls and matching cap, just like Bentley's own motorsport boffins. The suit features a working pocket which includes three sewn-in felt mechanical tools – a spanner, screwdriver and a wrench – just in case anyone needs a job doing.

#### **Wayne Bruce**

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

#### **Jakob Huth**

Lifestyle Communications  
[Jakob@simonplussimon.com](mailto:Jakob@simonplussimon.com)  
+44 (0) 7867 804471

#### **Bentley Motors Ltd**

Pyms Lane  
Crewe  
CW1 3PL

[www.bentleymedia.com](http://www.bentleymedia.com)  
[communications@bentley.co.uk](mailto:communications@bentley.co.uk)  
@BentleyComms  
@BentleyNewsroom



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



By appointment  
to HRH The Prince of Wales  
motor car manufacturers  
Bentley Motors Limited  
Crewe Cheshire



**BENTLEY**

## Press Information

Inspired by one of the courageous Bentley boys who dominated the Le Mans 24 Hours in the late 1920s and early '30s, the Heritage Racing Bear has borrowed his polka-dot scarf from Sir Henry 'Tim' Birkin, father of the famous supercharged 'Blower'. This teddy's dashing good looks are complimented by a rakish suedette helmet, racing goggles and a bomber jacket to defend from the headwind as he's thundering along the Mulsanne Straight.

Cosy Knit teddy is the baby Bentley of the family, with a coordinating knitted jumper and bobby hat, featuring the Bentley wings logo and a diamond design within the knit that's reminiscent of Crewe's finest craftsmanship.

Furnished with luxurious fur fabric– useful for steering, gearshift and pedal work – and an embroidered 'B' on one paw. They are all 40cm in height, so they might need help seeing over the bonnet, and are priced at £65 each for Cosy, Engineer and Heritage and £80 for the Signature bear. Just like one of Bentley's motor cars, they're made to last and pass from one generation to another. Each is presented in a 100 per cent cotton Bentley-branded dust bag.

### Wayne Bruce

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

### Jakob Huth

Lifestyle Communications  
Jakob@simonplussimon.com  
+44 (0) 7867 804471

The Bentley Collection offers free UK shipping on all orders over £200, and a range of inspiring gifts that'll brighten the Christmas of every Bentley enthusiast and the generation in waiting.

– ENDS –

### Notes to Editors

#### Bentley Motors Ltd

Pyms Lane  
Crewe  
CW1 3PL

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

#### About Bentley Motors

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 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



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



By appointment  
to HRH The Prince of Wales  
motor car manufacturers  
Bentley Motors Limited  
Crewe Cheshire



**BENTLEY**

## Press Information

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.

### **Wayne Bruce**

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

### **Jakob Huch**

Lifestyle Communications  
Jakob@simonplussimon.com  
+44 (0) 7867 804471

### **Bentley Motors Ltd**

Pyms Lane  
Crewe  
CW1 3PL

[www.bentleymedia.com](http://www.bentleymedia.com)  
[communications@bentley.co.uk](mailto:communications@bentley.co.uk)  
@BentleyComms  
@BentleyNewsroom