



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 ZURICH CELEBRATES CENTENARY WITH A MULLINER ANNIVERSARY COLLECTION

- **Special Bentley Mulliner 100 Anniversary Collection to celebrate the centenary of Bentley retail partner in Zurich**
- **Luxury quartet based on Bentayga S, Flying Spur Speed, Continental GT and GTC Speed models**
- **Limited Edition models are result of a collaboration with Mulliner who worked on a co-creation with unique features: exterior colour, treadplates, '100' welcome lamps and embroidered '100' headrest emblems**
- **Anniversary coincides with important moment in Bentley history**
- **Bentley Zurich has been operated by Schmohl AG since 1950**

(Munich, 27 October 2023) Bentley Motors is celebrating the centenary of its retail partner in Zurich, Schmohl AG, with a quartet of luxury cars. The uniquely-styled 100 Anniversary Collection is based on four Bentley models – the Bentayga S luxury SUV, the Flying Spur Speed four-door sedan, as well as the Continental GT and GTC Speed definitive grand tourers.

Amel Boubaaya

Head of Marketing and
Communications

amel.boubaaya@bentley.co.uk

+49 (0)173 2689143

Valentina Pichler

Retailer Marketing &
Communications Manager

valentina.pichler@bentley.co.uk

+49 (0)173 4541471

Bentley Motors Ltd

Pyms Lane

Crewe

CW1 3PL

www.bentleymedia.com

communications@bentley.co.uk

@BentleyComms

@BentleyNewsroom

Each example is handcrafted in Crewe, England, by Mulliner, Bentley's in-house personalisation and bespoke department. For the 100 Anniversary Collection range, Mulliner has developed a new Slate Blue Metallic exterior paint and matching Slate Blue Metallic Styling Specification, with personalised '100' welcome lamps. The Flying Spur Speed, GT and GTC Speed examples also benefit from a bootlid spoiler. Personalised '100' welcome lamps greet both driver and passengers as they step in or out of the 100 Anniversary Collection models.



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

Inside each exquisitely appointed cabin, the 100 Anniversary Collection cars are crafted with Cognac main hide and Beluga secondary hide, with Diamond Quilt contrast stitching. Personalised embroidered '100' headrest emblems adorn the seats, while Piano Black over Copper Stone dual finish veneer complements the dashboard and doors, with Diamond Knurling Specification to brightwork as standard.

Talking about the centenary, Roderick Pike, General Manager of Bentley Zurich, explains:

"A centenary is a key milestone and a special celebration. Schmohl AG was formed in 1923, the same year the Bentley 3 Litre became the brand's first car to compete at the 24 Hours of Le Mans, setting the fastest lap in the process. The new 100 Anniversary Collection cars reflect a proud partnership with Bentley, offering unique features to honour our special relationship."

Balazs Rooz, Regional Director of Bentley Motors Europe, added:

"We are delighted to be celebrating this milestone with Bentley Zurich who have been with us since 1950. Switzerland is an important market for Bentley Motors Europe and with this collection we honour and highlight our achievements over the years. At the same time, with our Beyond100 strategy we are also looking forward towards an electrified range by 2024."

Amel Boubaaya

Head of Marketing and
Communications

amel.boubaaya@bentley.co.uk
+49 (0)173 2689143

Valentina Pichler

Retailer Marketing &
Communications Manager

valentina.pichler@bentley.co.uk
+49 (0)173 4541471

Bentley Motors Ltd

Pyms Lane
Crewe
CW1 3PL

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

- ENDS -



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

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 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.

Amel Boubaaya

Head of Marketing and
Communications

amel.boubaaya@bentley.co.uk

+49 (0)173 2689143

Valentina Pichler

Retailer Marketing &
Communications Manager

valentina.pichler@bentley.co.uk

+49 (0)173 4541471

Bentley Motors Ltd

Pyms Lane

Crewe

CW1 3PL

www.bentleymedia.com

communications@bentley.co.uk

@BentleyComms

@BentleyNewsroom