



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



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BENTLEY

Press Information

BENTLEY UNVEILS 'THE MEWS' – AN EXCLUSIVE CUSTOMER EXPERIENTIAL SPACE NEIGHBOURING CREWE FACTORY

- **The Mews provides a new English country home for Bentley Motors**
- **Historic property previously reserved as private residence for Bentley CEOs architecturally redesigned and refurbished**
- **Furnished with key pieces from the Bentley Home collection - the only location in the UK where the collection can be seen**
- **Complementing its established CW1 and factory tour experiences – enabling the brand to offer its most valued customers an intimate space for bespoke commissioning while also acting as an expression of the brand's history and values**
- **An elegant and sophisticated country retreat, nestled in lush parkland amidst picturesque and tranquil Cheshire countryside**

(Crewe, 21 November 2024) Bentley Motors unveils 'The Mews, The Home of Bentley' an exclusive use country retreat, a short drive from its Crewe factory providing clients with an intimate space for bespoke commissioning while also acting as an expression of the brand's history and values. The property, historically used as a private residence for Bentley CEOs, has been fully refurbished over the past 12 months to provide a state-of-the-art space in an English country house setting.

Located in Cheshire, England it boasts gated private access leading down a sweeping driveway framed by lush parkland that spans approximately four acres. A short drive from the Bentley factory and an hour from Manchester Airport and Piccadilly station.

Wayne Bruce

Bentley
Chief Communications and DEI
Officer
wayne.bruce@bentley.co.uk
+44(0) 7780 004537

Cécile Simon

Lifestyle Communications
cecile@simonplussimon.com
+44 (0) 780 11 222 42

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Crewe
CW1 3PL

www.bentleymedia.com
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In addition to the exclusive commissioning suite, the living spaces provide an opportunity to be immersed in the Bentley brand and lifestyle experience.

Bentley Home furniture, which celebrated its 10th anniversary last year, is displayed throughout the property – and is the only location in the UK where clients can view the collection in situ. Each piece reflects the Bentley design aesthetic with meticulous craftsmanship and groundbreaking materiality from the Paper Marble used in the Thames Coffee table created by Federico Peri (first launched at Milan Design Week 2023 and new to the UK) to meticulously crafted veneers and hides. The newly launched Wilton Desk from Milan Design Week 2024 can also be viewed in the commissioning suite which saw Bentley Home's first foray into the world of the home office.

In the dining room guests will have the chance to see the innovative The Macallan Horizon vessel on display, the first product born from the brand's partnership with The Macallan. The limited-edition release designed and crafted in collaboration with the Bentley design team features a unique 180-degree twist vessel was years in the making, being released in March this year. Furthermore, the drinks cabinet is exclusively stocked with broader Macallan expressions to be enjoyed.

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Exceptional audio can be experienced throughout the home thanks to a fully integrated Naim and Focal system, also incorporating the outside space. Naim having offered their exclusive sound system within Bentley vehicles as an option for over 10 years.

Wayne Bruce, Project Lead of The Mews, said "In addition to our esteemed customer experience centre, CW1 House, where we provide clients with an



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exclusive environment immersed in the Bentley brand, The Mews stands as the definitive Home of Bentley. It embodies a seamless integration of heritage, luxury, and exclusivity, set within a tranquil yet sophisticated atmosphere that enhances the overall brand experience.”

The Mews is now officially open to welcome guests.

- ENDS -

Notes to Editors

Bentley Motors, renowned for its unparalleled luxury, seamlessly combines generations of fine craftsmanship with engineering expertise and cutting-edge design. Bentley has evolved over the decades, channelling its brand DNA into new realms of contemporary luxury lifestyle. By collaborating with masterful craftspeople, engineers, and designers, Bentley now extends its ethos into luxury furniture, architecture, and exclusive experiences, offering the ultimate in personalized self-expression and exclusivity to the world's most discerning clientele.

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