



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

UNIQUE BENTAYGA HONOURS REMEMBRANCE DAY AND 80 YEARS SINCE D-DAY

- **A one-of-a-kind Bentayga EWB Mulliner designed specifically to honour Remembrance Day**
- **Third dedicated Remembrance Car uniquely created by the Bentley Design team in collaboration with colleague network BeReady**
- **Bentley to pay tribute during community events across Crewe and beyond, including the Race of Remembrance in Anglesey**

(Crewe, 8 November 2024) Bentley Motors has proudly unveiled its latest tribute to the Armed Forces, a one-of-a-kind Bentayga EWB Mulliner, specially designed for Remembrance Day in the UK. The bespoke poppy-themed design, developed by Bentley's design team in collaboration with the colleague-led BeReady network serves as a powerful reminder of the 80th anniversary of D-Day and Bentley's ongoing commitment to remembrance and honouring those who have served.

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Bentley unites its commitment to craftsmanship and remembrance with the unveiling of this unique Bentayga EWB Mulliner, specially wrapped to commemorate Remembrance Day. This striking tribute features a design of 80 poppies rising from a map of northern France, symbolising Bentley's recognition of those who served and the legacy they leave behind. Each poppy marks a sacrifice made in the pursuit of peace, reflective of the journey from England's south coast to northern Europe on D-Day, a powerful expression of unity and respect through historical symbolism.



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The Bentayga's streamlined exterior transforms into a mobile tribute, with vibrant red poppies emerging from a map that wraps around the vehicle. This design represents the sacrifices made by servicemen and women around the globe, each poppy standing as a testament to courage. The bright red petals contrast beautifully with the car's elegant finish, drawing attention to the importance of remembrance from all angles. With each journey, the Bentayga becomes a moving symbol of history and hope, bridging past, present, and future in one iconic image of respect.

Robin Page, Director of Design at Bentley Motors, shared his thoughts on the Remembrance Car, describing it as "a symbol of our collective memory and the sacrifices made by countless individuals. Every detail reflects Bentley's respect for history, while looking forward into the future."

This commemorative project is especially meaningful to Bentley's BeReady network, one of five Diversity, Equity, Inclusion and Belonging (DEIB) networks, which provides a supportive space for veterans and acting reservists. For the network's members, who value the design deeply as a way to reflect on bravery and sacrifice, the Remembrance Car stands as a powerful reminder of shared heritage.

James Lynam, Functional Project Manager Body In White at Bentley, and co-chair of the BeReady network, commented:

"Remembrance is an important time for the BeReady network and Bentley, a time to reflect on the sacrifices of the Armed Forces. This year, with the 80th anniversary of D-Day, we worked together to create a design that honours the

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bravery of those who served, capturing the perilous journeys of soldiers in an instantly recognisable, powerful way.”

The Remembrance Car will embark on a journey across the UK to mark this year's events, making key appearances as a symbol of reflection and respect, starting with the local community in Crewe. Over the weekend, the car will feature prominently at the Race of Remembrance in Anglesey, organised by Mission Motorsport, where it will serve as the course car in an event uniting a community in remembrance. The car returns to Bentley's Crewe headquarters on 11 November, where Bentley colleagues will gather in reflection. On 13 November, the car will be displayed at the His Majesty's Lord-Lieutenant of Cheshire Awards, embodying Bentley's ongoing commitment to honouring and supporting the Armed Forces.

– ENDS –

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Notes to Editors

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, Mulliner and production of the company's three model lines and five derivatives in total, 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.