



By Appointment to  
His Majesty The King  
Major Car Manufacturers  
Bentley Motors Limited  
Crewe Cheshire



**BENTLEY**

## Press Information

### **THE VICTORIS BENTAYGAS: NEW PAINT TECHNOLOGY CREATES UNIQUE CARS FOR CHARITY**

- **Three one-of-one Bentaygas showcase new graduated paint technology, commissioned by Bentley Dallas for its Victoris philanthropic initiative,**
- **Close collaboration between Bentley Dallas, artist Stephen Seltzer and Bentley Mulliner**
- **Net sale proceeds donated to Children's Cancer Fund, Cook Children's Medical Centre, and Children's Health charities**
- **Bespoke paint-fading process pioneered at Bentley's Excellence Centre for Bespoke Paint**
- **Exterior finishes alone took 70 hours of painstaking work per vehicle**
- **One-off features include Victoris pinstripe device on fascia, headrest embroidery and badging**

**(Crewe, 4 April 2025)** Children's charities in Texas will soon be benefitting from a \$75,000 windfall, thanks to a philanthropic initiative from Bentley Dallas. The Victoris programme, its name representing triumph over adversity, takes the form of three exceptional Bentaygas whose unique design and craftsmanship are the fruit of a three-way collaboration between Bentley Dallas, artist Stephen Selzer and Mulliner, Bentley's bespoke commissioning division.

Each Bentayga is a showcase for a unique fusion of art and craftsmanship, including a bespoke graduated paint process pioneered by Bentley's Excellence Centre for Paint team at Crewe, England. Purchasers of these three vehicles will enjoy the knowledge that they own a true 'one of one' Bentley and that

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their generosity will be helping children in need overcome some of life's most serious challenges.

### **Pioneering dual-tone graduated paint process**

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All three Victoris Bentaygas make a powerful visual impact thanks to their remarkable bespoke paint transitions, with each model featuring its own dual-tone finish. Creating the gradual 'fade' from one tone to another called for the utmost precision, with components such as bumpers and door handles aligned perfectly with the corresponding colour gradient on the body.

The preparation and hand-spraying of each body and its related components took over 70 hours of dedicated work at Bentley's Excellence Centre for Paint. Unlike standard single-colour painting, this technique involves the meticulous application of pre-tinted shades in specific positions on the vehicle's body, creating a seamless gradient transition. Meticulous masking, employing custom-fabricated stencils, ensured uniformity across all three cars to an accuracy of just 2mm. Each body was then mirror-polished for a flawless finish.

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### **Three colour stories**

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Each Victoris Bentayga is a one-of-one creation, based on a standard wheelbase V8 Azure with Blackline Specification, Styling Specification and LED welcome lamps. Other common features include interior mood lighting, five-seat Comfort specification and illuminated Bentley treadplates.

The first of artist Stephen Selzer's Victoris designs features a duo-tone red paint fade of Candy over Cricketball. The D pillar carries a Victoris badge in



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chrome and gloss black, while the wheels are five-spoke 22" items in gloss black with black callipers. Its interior is upholstered in Beluga black and Mulliner white hide, while all veneered surfaces are finished in Grand Black. The Victoris pinstripe in Pillar Box red sweeps around the cabin on the door waistrails and fascia, with the distinctive 'V' swoosh on the fascia continuing into a Pillar Box red upper vane on the fascia bullseye air vent. The seats feature embroidered Bentley wings in Silver while the Victoris repeat pattern is blind embossed on the headrests.

The second of three Victoris Bentaygas is finished in duo-tone Moonbeam silver over Anthracite grey, while the interior features a bespoke colour split of Beluga black and Saddle brown. All veneered surfaces are executed in high gloss carbon fibre, while the Victoris pinstripe on waistrails, fascia and air vent upper vane is picked out in Moonbeam white.

Selzer's third design in collaboration with Mulliner has a striking exterior of Anthracite fading to Extreme Silver. On this Victoris Bentayga the wheels are 22" ten-spoke designs in gloss black and bright machined finish, the latter selected to pick up the Extreme Silver paint fade. Inside, driver and passengers are greeted by a bespoke upholstery split of Cricketball and Beluga. The Victoris pinstripe on waistrails, fascia and fascia bullseye air vent in Moonbeam makes a dramatic contrast with the Grand Black veneer it bisects.

### **The Spirit of Victory**

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The development of the Victoris Bentaygas is the result of close collaboration between Bentley Dallas, automotive artist Stephen Selzer and the team at Bentley Mulliner. The projected net proceeds of \$75,000 from their sale will

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be donated to Children's Cancer Fund, Cook Children's Medical Centre, and Children's Health.

As Hesham Algaghil, President, Avondale Dealerships observes, "The message of Victoris is the triumph of resilience over adversity. We hope to inspire owners to support our initiative and promote victories in the lives of children battling life-changing challenges. They will appeal to individuals who value not only the unique aesthetics and performance of a Bentley but also have a deep sense of social responsibility."

- ENDS -

### **Notes to editors**

From W.O. Bentley, who founded Bentley Motors in 1919, to the current team of over 4,000 dedicated colleagues, the company's extraordinary cars have always been designed and built by exceptional people using only the finest of materials.

From modest beginnings, Bentley has moved from strength to strength – in a relentless pursuit of both luxury and performance. W.O.'s vision continues to guide Bentley's beliefs, actions and ambitions.

Located in Crewe, England and owned by the Volkswagen Group since 1998, Bentley Motors remains the definitive British luxury car company, crafting the world's most desirable high performance grand tourers. Bentley's colleagues design, engineer and handcraft five bespoke models: 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 and engineering expertise is unique to Bentley.

The luxury marque is creating a future driven by new technologies, materials, fuels and skills, in the pursuit of a progressive, new world: one in which the highest levels of luxury mobility are achieved with sustainable methods. The company's Beyond100+ strategy promises to revolutionise the company to be exclusively electric from 2035.

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