Sporting performance

The Continental GT V8 S is here, and it looks very promising for Bentley dealers

On 10 September the fourth derivative in the Continental line-up made its global debut at the Frankfurt Motor Show. The reaction was unanimous approval. The Continental GT V8 S builds on the success of last year’s highly acclaimed GT V8. We have matched the agility of the lighter V8 engine with increased power, sharper handling, and a more sporting appearance – while retaining our signature Bentley refinement.

All this adds up to a lucrative opportunity for your business. The GT V8 S is an easy upsell from the GT V8. The relatively small price markup gives your customer a more sporting car while giving you a better profit margin on every sale. More importantly, the GT V8 S gives you access to a whole new market – customers who previously saw the Continental as more of a luxury grand tourer than a genuine sports car. You can now offer a Bentley that competes head to head with the likes of the Aston Martin V8 Vantage S and the Maserati GranTurismo S. If your prospects have ever questioned the Continental’s sporting credibility, the GT V8 S is your definitive answer.

READ MORE ON PAGES 4 & 5

THE GT V8 S BUILDS ON THE SUCCESS OF THE GT V8. IT IS FASTER, SHARPER AND MORE ASSERTIVE – THE MOST AGILE CONTINENTAL WE HAVE EVER BUILT.

Stefan Ruscher
DIRECTOR OF PRODUCT & MARKETING

As you know, in 2016 Bentley will begin manufacturing an SUV, the most luxurious in its class. The SUV will help you tap into new markets and capture prospects who would otherwise have bought a Range Rover or Porsche Cayenne. This is an exciting opportunity for Bentley dealers.

UK Prime Minister David Cameron was present in Crewe on 23 July when the SUV was announced. He was joined by Dr. Martin Winterkorn, Chairman of the Board of Volkswagen Group. “This £800 million investment and a thousand new jobs from Bentley is fantastic news for both Crewe and for the UK as a whole,” said Mr. Cameron.

The SUV announcement made automotive headlines around the world, and the reaction was overwhelmingly positive. Forbes.com predicted that the SUV would be our best-selling model ever.

“High-end SUVs are a strong bet for Bentley,” commented an article on the day of the announcement. “Global SUV sales have grown 56 percent since 2005 and have nearly doubled in the United States since 2006 to represent roughly 15 percent of the market. And the additional swag that accompanies the Bentley badge will play exceptionally well in the Middle East, Russia and Asia.”

It’s early days yet, but you can already capitalise on the excitement surrounding the SUV and use it to promote the current product range. The SUV announcement is a valuable opportunity to rekindle the conversation with old prospects.

READ MORE ON PAGE 2

UK prime minister David Cameron with Dr. Martin Winterkorn in Crewe

Prime Minister David Cameron with Dr. Martin Winterkorn in Crewe

The newest derivative in the Continental family is a serious sporting machine.
Schuman's stylish vision

Influential street fashion photographer Scott Schuman has joined the successful Mulsanne Visionaries campaign

The best photographs I’ve done are spontaneous moments,” says Scott Schuman, the blogger and street fashion photographer who has become the latest recruit to our Mulsanne Visionaries campaign. The campaign has been moving from success to success, with recent Mulsanne Visionary events in both China and Australia (for both stories, see page 8).

Schuman is a worthy addition to the campaign. His blog, The Sartorialist, is a must-read in fashion circles. Schuman simply photographs people on the street whose style he finds inspiring. But these are “real people”, not supermodels, and Schuman’s work, which has also appeared in magazines, museums and marketing

How to answer enquiries about the SUV

Customers and prospects will want to know more, but at this stage the available information is limited. These pointers will help you handle SUV-related questions.

Since it was announced on 23 July, speculation has been rife about the SUV. Expect many questions from your customers and prospects. While information remains limited, it’s important that we carefully handle all enquiries.

“How much will the Bentley SUV cost?”

Media coverage has focused on the prospect of our SUV being the most expensive in the world, and we can expect plenty of questions on this point. Tentative pricing information should be available in 2014. Until then, it’s best to avoid giving “ballpark figures” that are not based on factual information.

“I’m interested in placing an order.”

The timeline for opening the Purchase Intent Bank on BOOM is currently under development. When it opens, we will ask you to record all purchase intents as per the usual process. Your regional team will notify you as soon as the dates have been finalised.

“How can I learn more about the Bentley SUV?”

Beyond the initial announcement, no further details are available at this stage. Please inform your prospects that more details will be released in 2014.

But don’t let the conversation end there... The SUV announcement has boosted our media profile, and you can use this to your own advantage. Now is the perfect time to reconnect with old prospects and reach out to new ones. Let them know the SUV is coming, while in the meantime direct their attention to the existing product range.

Schuman’s vision resonates with Bentley’s brand values: spontaneity, individual expression, a vision of personal style that transcends fads and fashion, the importance of bespoke. His street-style photographs and influential blog are also of direct appeal to the New Luxury segment. New Mulsanne Visionaries films will soon be available on the Bentley Motors YouTube channel and official website: www.bentleymulsannevisionaries.com

Our stand at the Frankfurt Motor Show included a special display area to showcase the work of our bespoke Mulliner department. This was a chance to remind the world of the unique and incredible things the Mulliner team can do to our cars, and to tap into the growing demand for personalisation in the luxury car market. Mulliner lets your customer commission, quite literally, the car of their dreams. From cigar humidors to champagne coolers, the Mulliner craftsmen and craftswomen can incorporate just about any feature your customer can imagine. Mulliner is your opportunity to make the sale of every Bentley more profitable, and to show your customer the true pinnacle of bespoke luxury. We have big plans to develop the Mulliner service even further in the future.

The Dealer Academy Flying Spur competition, run during the two-day April product launch event at Crewe, was won by Adam Hanna from Bentley Sydney. The prize was two VIP tickets to the Corona Festival in London, two tickets to the Goodwood Festival of Speed, plus flights and luxury hotel accommodation. The competition involved the completion of three iPad exercises about the Flying Spur. The quality of responses was extremely high, but Adam’s expertise was unmatched. Congratulations!
The stories behind the car

Meet three people closely associated with the Continental GT V8 S. These are the kind of stories you can pass on to your prospects.

Owen Lloyd
Senior Product Manager
Continental

What exactly does the S badge represent for a brand like Bentley? To us, it means taking an already successful car and enhancing its sporting characteristics. Making it stand out further from the crowd. The S signifies more performance, more excitement, more intensity.

In keeping with the Bentley tradition, the upgrades are subtle and understated. But look closer and you’ll discover very quickly that this is a unique member of the Continental family. From the red-painted brake callipers to the aerodynamic body trim, everything about this car exudes an air of more focused performance. It looks, sounds and feels like a sports car.

The Continental GT V8 S was one of the most exciting projects our team has ever undertaken. From an engineering viewpoint, the big story here is the development of the chassis – it’s what really sets the GT V8 S apart from the other Continental derivatives.

The GT V8 S is a big car, but this is cleverly disguised by the calibration of its chassis, and the extensive work we’ve done on the steering and suspension. The car seems to shrink around the driver as they demand more from it. This is the S philosophy: It’s not simply more power, but the agility with which you can take full advantage of that power.

Of course, the GT V8 S is still a Bentley, which means that passenger comfort can never be compromised. Many of our competitors sacrifice ride quality in the pursuit of dynamic performance, but that’s not what our brand stands for. We make our cars as sporting as possible without losing an inch of that signature luxury and refinement. The GT V8 S is a car you can comfortably drive from England to Germany in a single day, and then spend the next day lapping at the Nürburgring.

John O’Sullivan
Functional Manager
Vehicle Dynamics & ESC

In the past year, we have spent a lot of time testing the GT V8 S in Italy, Spain and Germany. With a tight development schedule, we decided to go all the way to the South Island of New Zealand to take advantage of the southern hemisphere winter. Here we optimised the car’s performance on snow and ice in challenging mountainous terrain.

Our time in New Zealand helped us fine-tune the ESC (Electronic Stability Control) system and really unlock the last bit of performance potential of the GT V8 S. The ESC supports the driver and helps to regulate understeer and oversteer.

In less luxurious cars, the ESC can interfere with the driving experience, applying harsh braking interventions and sudden reductions in power. In a Bentley this is not an option – the driver must feel in control at all times. Our ESC works quietly in the background, offering the driver increased safety and stability without compromising the excitement of the drive. The GT V8 S lets you push your skills to the limit with the unobtrusive support of a world-class technology system.

Andy Marson
Engineer
Vehicle Dynamics & ESC

The Continental GT V8 S is a car that can be mentioned in the same breath as the Porsche 911 Carrera S or Aston Martin V8 Vantage S – a car that is every bit as fast and exhilarating as its S-badged brethren, yet a world apart in terms of luxury and style.
For customers who want more

The GT V8 S is the next step in the Continental’s eight-cylinder journey

His car was big news at Frankfurt. The Continental GT V8 S is the derivative the journalists had been waiting for. It builds on everything they loved about the GT V8: the sharper handling, the more responsive throttle, the hearty eight-cylinder rumble. It shows the world that we have not forgotten our racing heritage.

When the 4.0-litre twin-turbo V8 was introduced to the range last year, the automotive press took notice. They changed their assessment of the Continental. It was no longer just a luxurious grand tourer, but an authentic sports car too – one that puts the driver at the centre of the experience. By all accounts, the V8 engine was a big step in the right direction, and the GT V8 S is the logical progression of this journey.

While marginally slower in a straight line than the W12 derivatives, the GT V8 S is more agile. It feels sportier to drive, whatever the numbers on the dashboard tell you. Aerodynamic improvements give the car greater front-end stability at high speeds – which in turn gives the driver greater confidence and control.

The GT V8 S is the missing link in the Continental lineup. It bridges the gap between the GT V8 and the more powerful and luxurious GT. It will appeal to motoring enthusiasts who understand the finer points of spirited driving – people who want the V8 engine but are looking for more exhilaration than offered by the base model.

The logic is simple. For a moderate price hike, your customer can have everything that’s desirable in the GT V8, along with more performance, better handling, and a sharper-looking machine. For anyone seriously considering the GT V8, it’s only a short walk up the ladder to the GT V8 S. And the extra profit is yours.

Optional features

The GT V8 S and GT V8 S Convertible can be extensively personalised to suit your customer’s tastes. You can make each sale more lucrative with these extra features.

**MULLINER DRIVING SPECIFICATION**

**SIGNATURE STYLE**

The Mulliner Driving Specification represents the pinnacle of Bentley’s individualism, giving the GT V8 S a more contemporary and luxurious appearance. The Mulliner Driving Specification includes black 21” 7-spoke wheels, diamond quilting, jewel filler cap, alloy foot pedals, and indented leather headliner. Combined, these features create an impressive package with signature Bentley style.

**SPORTS EXHAUST**

**V8 SOUNDTRACK**

A true sports car should sound like one. V8 engines are admired for their deep, sonorous rumble. The optional sports exhaust system gives the GT V8 S the sound it deserves. We have redesigned the silencers, upgraded the pipe architecture, and re-tuned the mountings. The result is a free-breathing system that produces a full-blooded V8 sound track.

**BELUGA GLOSS DOOR MIRRORS**

**MATCHING MIRRORS**

We have created a set of Beluga Gloss door mirrors, specially designed to match the lower body styling and front grille of the GT V8 S. The mirrors extend the unique appearance of this derivative and reinforce its special position in the Continental lineup. Beluga is a rich, full-bodied black that works particularly well with lighter shades of exterior paint.
THE CONTINENTAL GT V8 S

The Continental is now marketed as a unified range of vehicles, starting with the GT V8 and climbing upwards to the GT Speed. The GT V8 S is now a part of this hierarchy, and we have created several new marketing assets to support its release. This is your new Continental sales funnel.

New marketing materials
To support you at every stage of the sales funnel

The competitive landscape
The GT V8 S is our first S-badged Continental. These are the comparable products from our rival manufacturers.

Maserati GranTurismo Sport
450PS / 520Nm
0-100km/h in 4.8s
Top speed: 185mph
RRP: £92,440

Maserati GranCabrio Sport
450PS / 520Nm
0-100km/h in 5.2s
Top speed: 177mph
RRP: £103,875

Aston Martin V8 Vantage S
436ps / 490nm
0-100km/h in 4.6s
Top speed: 190mph
RRP: £98,995

Porsche 911 carrera 4S
400ps / 440nm
0-100km/h in 4.7s
Top speed: 186mph
RRP: £87,959

Porsche 911 carrera 4S cabriolet
400ps / 440Nm
0-100km/h in 4.7s
Top speed: 186mph
RRP: £96,019

The interior cabin
Standard features include Piano Black veneer, V8 S treadplate badge, straight flute seats, leather headliner and knurled gear shifter; plus 9 interior hides and 9 colour splits (8 on the convertible). The colour split with contrasting headliner bow is a new feature for this derivative.

Lower Body Styling
Specification
- Front splitter
- Side sills
- Rear extension & diffuser painted in Beluga finish

Unique new 20” Open-spoke wheel with red brake callipers

AWARENESS

FULL PR RELEASE BENTLEYMOTORS.COM
LAUNCH FILM & SOCIAL MEDIA
CONTINENTAL MICRO SITE
ADVERTISING TEMPLATES
CONTINENTAL POCKET GUIDE & TEASER POSTCARD
ONLINE VISUALISER
GT V8 S LAUNCH EMAIL & DIRECT MAILING

SUSPECTS

CONTINENTAL RANGE MINI BROCHURE
CONSORTIAL GT V8 S MINI BROCHURE

PROSPECTS

ORDER & SPECIFICATION GUIDE
CAR CONFIGURATOR DEALER SAMPLES

LEAD

SALE

IMPORTANT NOTE: This is a global communications overview. Some regional variations may not be included. Please check with your Regional Dealer Marketing Manager for any dates.
Looking at the bigger CRM picture

CRM@Bentley represents a new business philosophy – a fundamental improvement in the way we handle our prospects and customers. Becoming a customer-centric organisation requires more than new processes and methods. It requires an entirely new way of thinking. If we are to realise our ambition, every part of our business must embrace a new philosophy of putting the customer first, and nowhere more so than in the dealer network. As the customer-facing arm of our organisation, you are vital to helping us change our sales and marketing culture.

One issue we currently face is that our prospecting data is fragmented and scattered across various systems. CRM@Bentley will address this. We will be able to follow our prospects in whichever channel they move, learning more about their tastes, behaviours and expectations. But achieving this kind of centralised oversight will not be easy. We must work hard to achieve new levels of cooperation and mutual support between every element of the organisation.

The Phase 1 Rollout of CRM@Bentley begins at four UK dealerships in December. We are committed to close collaboration between the company and dealers at every stage of the rollout, because your input will be vital to its success. Please direct any enquiries to your relevant CRM manager.

CRM@Bentley Project Manager
Iain.Owen@bentley.co.uk

Change Manager
Cesar.Miranda.contractor@bentley.co.uk

CRM@Bentley Project Manager
Sarah.Roberts@bentley.co.uk

UK.
Kevin.Simpson@bentley.co.uk

Europe.
Aurelie.Barrett@bentley.co.uk

China.
Keshi.Li@bentleymotorschina.com

USA.
Stacy.Perlmutter@bentley-usa.com

We are on our way to becoming a more customer focussed organisation.

Power on Ice heads new event calendar

Ice driving in Finland, shooting with Purdey & Sons, touring Bentley’s Secret Britain – we have plenty of exciting events for your customers, and perhaps even a trip for you

The ETVA system, which was originally designed to provide information on vehicle parts, has now been expanded to cover Bentley Accessories as well. To date, we have added accessories catalogues for the Mulsanne, Flying Spur, Continental GT and Continental GT Convertible. More catalogues will be added as soon as possible.

We now have a single source of information for both accessories and parts, which should make it easier for your Aftersales staff to quickly find what they are looking for. We will keep you notified when new accessories information is added to ETVA.

In August you should have received a DVD which contained the new digital handbook for the Rear Seat Entertainment Specification on the Flying Spur. Each dealership should have two copies of the DVD – one for the Sales team and one for the Aftersales team doing PDIs. Please contact your Regional Marketing Manager if not. These DVDs, available in English and Chinese, are now part of the handbook pack when your customer receives their car. An online version is also available at rsguide.newflyingspur.com

In London, Shooting Break offers a day of shooting and a glimpse into the world of bespoke gunmaking at James Purdey & Sons in Mayfair and at the West London Shooting School. Our Italian Legend experience recreates the 1955 route of the 1,000-mile Mille Miglia road race, with stays at elegant hotels, a private tour of the Sistine Chapel and a behind-the-scenes visit to the Coliseum to complement the driving. And Bentley’s Secret Britain is a unique selection of premium experiences, many not usually available at any price, including a visit to the Royal Mews at Buckingham Palace to view the Queen’s carriages and cars, gourmet lunch in the Bentley Room at Michelin-starred Mosimann’s restaurant, a private tour of Windsor Castle, a VIP visit to the Bentley factory at Crewe, and English country pursuits such as falconry, archery and clay-pigeon shooting at Eastnor Castle. The five-day package has been described as "simply the best holiday ever." As for Power on Ice, beyond the thrill of white-knuckle extreme driving, there’s also a husky sled safari, traditional Finnish smoke saunas, snowmobiling and dinner at a historic reindeer farm.

And we have an exclusive offer for you – for each dealership that sells four driving places at Power on Ice, one member of the dealership joins the trip as a host, free of charge. For more information on these events, go to events.bentleymotors.com

To make bookings or specific enquiries, please call the Bentley Driving team on +44 1675 445 945 or email info@bentleydriying.co.uk

Notes and conditions apply. Speak to your Regional Marketing Manager.

Event Calendar

Shooting Break
London
15 October 2013
£779 per person

Bentley’s Secret Britain
England
Please call for dates
Prices from £6,459 per person
(based on two people sharing)

Power on Ice
Finland
Dates throughout
February 2014
Prices from £10,840 per person
(based on two people sharing)

Italian Legend
Italy
Dates in 2014 TBC
Prices from £6,462 per person
(based on two people sharing)
Responsive redesign
Dealers and the company will both get new websites in the first half of 2014

As discussed in July’s Dealer Marketing News, a new Bentley Motors website is under construction. The key focus is on responsive design – a site that looks good and works well on smartphones, tablets, and desktop computers. Over 30 percent of our site visitors are now using mobile devices, and this percentage will increase. The new site will adapt to whichever device it is being viewed on.

The Bentley Motors website receives over 7 million visitors a year. For many, the website is their first point of contact with our brand. A more effective site will capture more prospects and send more leads to your dealership.

The new website is due to launch in Q1 2014. In parallel, Bentley dealer sites will also be redesigned to maintain a consistent look and feel. We will keep you notified of progress. Please direct enquiries to Matt Smith, Digital Strategy Manager.

Car Configurator upgrades
We are continuing our efforts to improve the Car Configurator. Our aim is to make it a more effective tool for dealers. This is a summary of what we have achieved since the last issue of Dealer Marketing News.

More content
We have added several new images to the configurator.
• A third interior view of the Flying Spur
• Mulliner Personalisation Features for the Mulsanne
• Colour split options for all Continental derivatives

Better output pages
Output pages have been reformatted based on your feedback:
• Simpler, easy-to-read display for all feature selections
• Individual feature pricing
• Images optimised for iPad

Faster image loading
Configurator images are now distributed via the web up to 100 percent faster, meaning you can use the system with less lag and snapper response times.

More coming soon
The Car Configurator improvements will continue through 2014. Each issue of Dealer Marketing News will bring you the latest updates. For any questions or comments on the Car Configurator, please send an email to configurator@bentley.co.uk

FLYING SPUR
ONLINE BROCHURE
The Flying Spur online brochure is an important prospecting tool for dealers around the world. It is now available in eight major languages: Chinese, English, French, German, Italian, Japanese, Russian and Spanish. The online version contains all the same content and information as the print brochure, presented in an immersive digital format.

View the brochure now at:
newlyfingspur.com/en/online_brochure
(Choose ‘en’ with your preferred language)

BENTLEY ON FACEBOOK
ONE MILLION FANS
The official Bentley Motors Facebook page now has more than one million “likes.” This is a significant milestone in our digital marketing strategy. If you haven’t yet seen our Facebook page, please visit www.facebook.com/BentleyMotors and encourage your customers to do the same. The next issue of Dealer Marketing News will include more information on how you can use social media to engage and build relationships with your prospects.

LICENSING & BRANDED GOODS

BENTLEY FOR MEN RANGE
BENTLEY FRAGRANCE LAUNCH PACKS
To assist you with the successful launch and display of the alluring new Bentley fragrance range, we have produced the Bentley Fragrance Launch Pack.

It includes testers of Bentley for Men and Bentley for Men Intense, plus two vial samples and ten 100ml bottles of each fragrance. It also contains four Bentley fragrance blotters as well as two Bentley for Men tester stands, and you can further enhance your dealer-ship with A2 showcards for both Bentley for Men and Bentley for Men Intense. The launch packs cost £1,013 and are available to order now via POPIMS using the part number KH149B9.

MULSANNE LUGGAGE
AVAILABLE TO ORDER
The Bentley Mulsanne luggage website is now up. Register at http://bentley.schedoni.com. You can then specify a Mulsanne luggage colour combination and select the option for the silver place, on which the customer’s name can be engraved. Submit this request, and in a few days you will receive a final costing for the luggage and time-frame for delivery. Confirm the order with a 50 percent down payment.

Each six-piece set of luggage is custom-produced. The final order will be shipped to you directly from Schedoni.

Bentley handbags
Our new collection of luxury handbags stole the show at the Concours d’Elegance.

The Pebble Beach launch event was an outstanding success, with our new handbags attracting plenty of attention from a crowd of wealthy and influential guests.

The handbag collection is now the flagship in our range of luxury branded goods. This is a new extension of the Bentley brand that offers an exciting opportunity to promote our luxury credentials in new ways.

The handbags are produced in two styles – The Barnato and The Continental – each of which has its own distinctive personality. These are strictly limited-edition items. Only 80 of each style have been produced. The handbags will be sold at key events and exclusive regional trunk shows.

With the considerable attention these handbags have received, you are likely to receive enquiries in the weeks ahead. Please direct your prospects and customers to our new dedicated website at bentleyhandbagscollection.com. For assistance with any direct customer enquiries, please send an email to Lyndsie.Wakefield@bentley.co.uk

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REGIONAL NEWS

ASIA PACIFIC

ANDY GREEN SHARES MULSANNE VISION IN AUSTRALIA

Sydney Australian journalists and Bentley owners recently had the pleasure of meeting the world’s fastest man on four wheels when Mulsanne Visionary Andy Green made a special appearance Down Under. It was one of several stops on an Asia Pacific tour that also visited New Zealand and Singapore.

Wing Commander Green of the RAF spoke at a lunch hosted by the Bentley Sydney dealership for clients and VIPs, and also at a cocktail party for clients held at the same venue in conjunction with affinity partners.

His talk considered past and future innovations in automotive design, and revealed that he is attempting to break his own land speed record in the Bloodhound SSC. Back in September 1997, Wing Commander Green reached a speed of 1,227.99km/h – faster than the speed of sound. In 2015, he aims to break the 1,000mph barrier – an astonishing 1,609km/h.

Australian attendees were fascinated to hear Wing Commander Green’s account of his philosophy and achievements. In the course of his visit, Andy Green also did several radio interviews and responded to questions from many journalists.

The huge success of these events is a testimony to what can be achieved through active collaboration between dealers and the company. Local dealerships were involved in every step of the process – providing or booking venues, organising lunches and dinners, liaising with local media. This was a fine example of how the Mulsanne Visionaries campaign can be used to promote the brand and strengthen the Bentley community.

CHINA

LOCAL VISIONARIES

Beijing The Mulsanne Visionaries campaign has arrived in China. Bentley China has identified key local visionaries, who co-hosted a series of exclusive evenings with well-known journalists and select groups of Bentley prospects and owners. Guests shared their own aspirations for the future. Our Beijing visionary, for example, spoke of his dream to establish China’s first America’s Cup sailing team. This gentleman has 3.5 million followers on a mainstream Chinese social media site, and posted very positively about Bentley after the event. The campaign has so far visited Beijing, Chengdu, Wuhan and Shanghai. From a total of 103 participants, 32 sales leads have already been generated.

AFRICA

CRM IN SOUTH AFRICA

Johannesburg Bentley South Africa is pioneering a unique CRM concept called Bentley Ride-and-Drive, which allows for a unique interaction between the brand and prospective customers. Local dealerships have staged a series of these events in exclusive housing estates throughout South Africa. Special curated areas are set up within the estate and personalised invitations are sent to residents. A selection of Bentleys is displayed, and guests have the opportunity to drive, or be driven in, the car of their choice.

The events thus far have been a great success, and the template looks very promising for future CRM initiatives in South Africa and elsewhere.

UNITED KINGDOM

PRE-OWNED AUCTION

Cheshire On 25 July UK dealers were invited to an auction of pre-owned Bentleys at Manor House Stables in Cheshire. All 22 cars were sold. “A fantastic result,” said Ralph Cadman, Used Car Manager UK, ME & Asia. On sale were four Mulsannes and, for the first time at auction, some Continental models. The 46 attendees stayed at the Abode Hotel in Chester, where they enjoyed an “Evening with Michael Caine,” featuring five wonderful courses introduced by the celebrity chef. Before the auction, attendees were given a tour of Manor House by its owner, footballer-turned-pundit Michael Owen. “Today’s auction confirms that there is strong demand from the dealer network for pre-owned cars,” said Cadman. “The prices we have achieved reflect this demand and will further strengthen our residual values.” Many Bentley Pre-Owned customers go on to become new car customers, Cadman pointed out. “So Pre-Owned is a very important part of our dealers’ businesses.”

MIDDLE EAST

VIP VIEWING

Doha The Flying Spur has arrived in the Middle East to an overwhelmingly positive reception. Bentley Qatar held private viewings of the new model at the Al Waja Motors dealership on 17 July.

The viewing, timed to coincide with the Islamic month of Ramadan, was open to just 30 carefully chosen VIPs. The Flying Spur was very well received, with three orders confirmed on the evening. An immaculate white Flying Spur was on display at the dealership during the event, and the Al Waja Motors team hosted their guests in characteristic style and luxury.

TAIWAN

FLYING SPUR SUCCESS

Taipei Bentley Taiwan has set the standard for Flying Spur launch events. A meticulously planned and organised launch party was held on 30 August at Central Pictures Studio, the biggest and oldest film studio in Taiwan. This was the biggest event of the year for Bentley Taiwan. The car was unveiled in front of an audience of 114 high-profile guests, three quarters of whom were new to the Bentley brand. The conversion rate was outstanding. One Flying Spur order was signed off immediately after the launch, with a further 10 purchase incents and deposits received in the following weeks. Our brand partners Breitling and Lalique were also present at the launch. Six limited-edition Lalique for Bentley flacons were sold on the evening, along with one Breitling for Bentley GMT wristwatch. Congratulations to the dealership team in Taipei on this excellent result.

EUROPE

DEALER PROFILE

MATHIAS HASCHER

Former Manager of Bentley Zurich

Zurich In June, Mathias Hascher retired as General Manager of Bentley Zurich – a position he had held since 1999. He was widely liked and respected among his colleagues, and will be missed dearly by all who worked with him.

With a finely honed business acumen and dedication to his work, Mathias helped to make Bentley Zurich one of the most successful dealerships in the world. During his tenure, Zurich steadily climbed the sales volume ladder, and is currently ranked third for all of Europe.

As a dealer, Mathias naturally drove a range of different cars, but his personal favourite and regular transport was a Continental GTCC. He was a proud member of the Bentley family and we thank him for his long service to the brand.

 Former Manager of Bentley Zurich

Mathias Hascher