



BENTLEY

BENTLEY MANCHESTER

*The greatest luxury in life is time.
Savour every second.*





BREITLING *for* BENTLEY

Power. Luxury. Exclusivity. Breitling and Bentley share the same concern for perfection. The same exacting standards of reliability and precision. The same fusion of prestige and performance. In the Breitling workshops, just as in the Bentley factories in Crewe, cutting-edge technology works hand in hand with the noblest traditions. Born from a passion for fine mechanisms, the Breitling *for* Bentley collection offers connoisseurs a rich range of exceptional chronographs. While conveying the quintessence of aesthetic refinement, these wrist instruments are all equipped with high-performance "motors", patiently assembled by watchmakers at the peak of their art. Time is the ultimate luxury.

breitlingforbentley.com



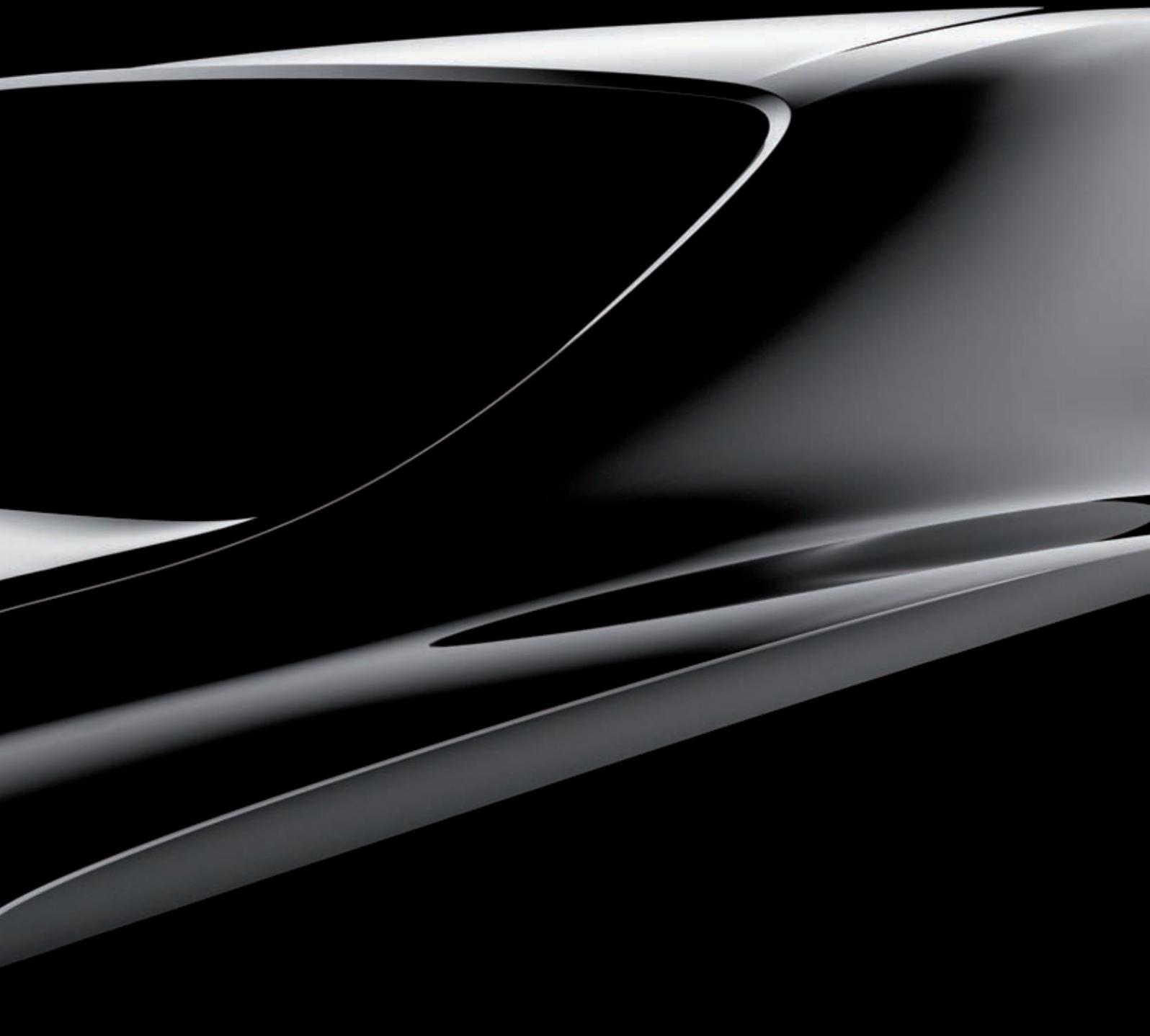
The Bentley GMT

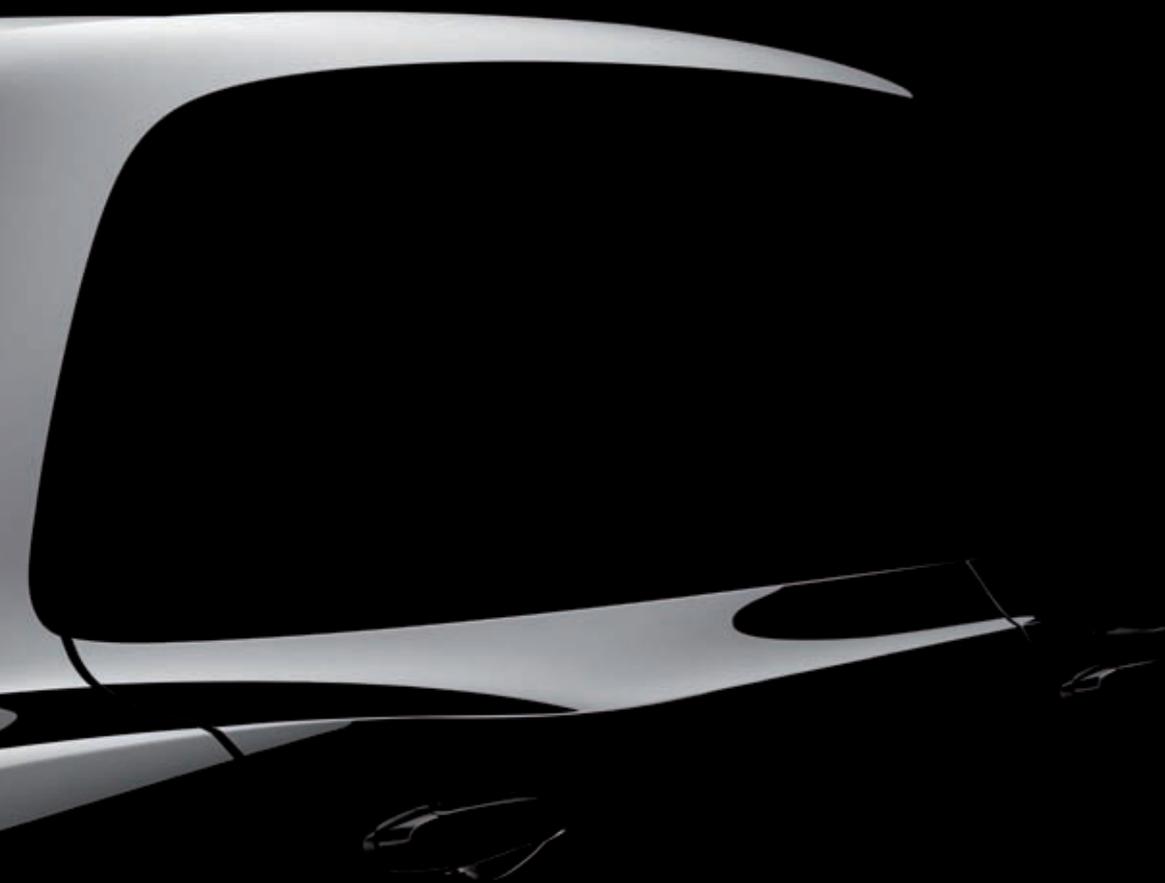
Exclusive 30-second chronograph with 24-hour timezone mechanism.
Officially certified chronometer by the COSC.



CELEBRATING 100 YEARS OF EXCELLENCE 1909-2009

Eastgate Street, Chester, Tel: 01244 325972 / 01244 327550
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“Cars undoubtedly have a personality to the real enthusiast, to whom they are not mere collections of steel and aluminium, but animal-like, show their spirit just so soon as the clutch bites home and feeling comes through to the driver....”

(Sammy Davis, first Bentley road test report, January 1920)



BENTLEY

Welcome to Bentley Manchester



varied and exciting model line-up in its long and colourful history, with the imminent arrival of Continental Supersports and the new, Grand Bentley. Our business here at Bentley Manchester also has much to celebrate. As well as securing our position as one of the most successful Bentley dealerships in the world rankings, I am also proud to announce that Bentley Manchester has been awarded the prestigious title of "Sytner Dealership of the Year", for the third time in four years. I could not have achieved this without the support of the entire dealership team, who work tirelessly to ensure that we surpass the expectations of all those we deal with, day in, day out.

As Managing Director of Bentley Manchester, I am very proud to present to you our very own Bentley Manchester Magazine, which I hope will give you an insight into our dealership and also all the latest company and manufacturer news.

I do hope you enjoy browsing through the magazine and find its content interesting. In the meantime, I very much look forward to seeing you at the showroom in the not too distant future.

There is much to talk about at the moment, as Bentley Motors will soon have the most

Jon Crossley
Managing Director



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BENTLEY

Dealership Of The Year Award

Bentley Manchester has beaten around 150 dealerships across Britain to win a prestigious top ranking award for the third time in four years, and for the second year running! The dealership, which is part of the Sytner group, won the Dealer of the Year 2008 accolade at Sytner's annual awards dinner recently.

Managing Director, Jon Crossley and his team fulfilled a wide range of criteria to scoop the silverware, beating competitors with its impressive capital, profit, marketing and sales statistics. Jon said: "Every member of the Bentley Manchester team has played a big part in helping us win this award. We have a tremendous team spirit and I can't speak highly enough of everyone at the dealership. We got measured on a whole host of criteria and there were a lot of things that judges had to consider. Customer satisfaction was measured, along with our relationship with the community, not to mention sales figures and other components. Obviously, we are delighted to win such a prestigious award which took so much into consideration, and we are all very proud to have won this accolade for the third time".

Bentley Manchester invested a large sum in a move from Stretford to Knutsford back in

January 2008, making its showroom one of the most technologically advanced dealerships in the country. Boasting an impressive contemporary glass and chrome façade, the 25,758 sq ft building, located on Mobberley Road, encompasses a state of the art service area and showroom for the luxury British automotive marque.

Jon added: "The pressure now moves up a notch following our move. We have one of the best facilities in the country and we will now work hard throughout 2009 to maintain the high standards we have set ourselves."

The new dealership is easily accessible from all areas of the North West and is located on the main road linking Knutsford to Wilmslow via Mobberley, close to the M6 motorway.

The dealership is equipped with an industry leading computerised commissioning system that will display the extensive range of Bentley interior and accessories available. Customers will be able to accurately visualise their new model at point of sale, making the new showroom an ideal introduction to the Bentley ownership experience.





WELCOME TO THE WORLD THAT IS SUNSEEKER CHARTERS

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Sunseeker Charters



RS

the world from the 37' Sportfisher to the 37 Metre Trideck Yacht

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This is the Continental Supersports.



The Continental Supersports represents a perfect relationship between engineering and design with the enhanced iconic GT looks reflecting and heightening the supercar performance.

The Continental Supersports began as an under the radar project exploring the possibilities of reducing weight to realise the full potential of

the car's already formidable W12 power unit. The project resulted in a car re-engineered, re-tuned and re-mapped to achieve phenomenal supercar potency. 0-60mph in 3.7 seconds (0-100km/h 3.9 seconds). 621bhp (463kW/630PS). 800Nm (590 lb ft) @ 2000 to 4500rpm.

The fastest, most powerful Bentley ever.



BENTLEY

Service & Repair



Regular maintenance is vital in order to preserve the performance and condition of your Bentley or Crewe-built Rolls-Royce. Our factory-trained technicians offer an uncompromising standard of skill and attention to detail and will only ever fit genuine parts. With access to

the latest diagnostic equipment and technical support from the factory in Crewe, you can rest assured that your vehicle will be maintained in peak condition.

Please note, we recommend that a service is carried out by an Authorised Bentley Dealer either annually or at every 10,000 miles/16,000 km.*

*Which ever is sooner





BENTLEY

Roadside Assistance



Bentley Roadside Assistance can be contacted on the following numbers:

UK

+44 (0)800 777 105

Continental Europe

(including Republic of Ireland)

+33 472 436 639

Our comprehensive roadside assistance package is designed to ensure that you get as much support as possible in all instances. The package includes:

- Roadside recovery and home assistance
- Garaging and storage
- Travel and accommodation costs where applicable
- Car hire
- Car repatriation





BENTLEY

Parts



Maintain the performance of your Bentley or Crewe-built Rolls-Royce, with Bentley and Crewe Genuine parts.

With more than 60 years car manufacturing experience at our Crewe factory we are able to provide our authorised dealer network with access to over 50,000 genuine parts for cars from 1955 to current day. All parts are covered with a comprehensive 2-year, unlimited mileage warranty. Each part, designed and manufactured to the original specification, is quality approved to the highest standards to help maintain the provenance of your vehicle.





BENTLEY

Accessories



superior quality and durability guaranteed. We offer accessories that complement each model in the Bentley range from sports alloy wheels to safety items including child seats.

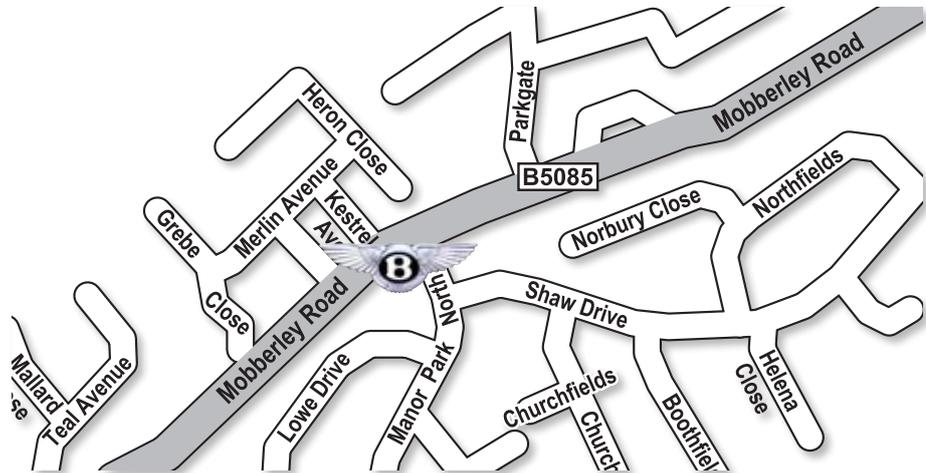
A range of tastefully designed and purposeful accessories are available to further personalise the appearance of your Bentley. Our accessories are approved by Bentley Engineering, with





BENTLEY

How to find us - Bentley Manchester



Mobberley Road, Knutsford, Cheshire, WA16 8GT, United Kingdom

Opening Hours

Sales		Aftersales and Service	
Monday	08:00 - 18:30	Monday	08:00 - 18:30
Tuesday	08:00 - 18:30	Tuesday	08:00 - 18:30
Wednesday	08:00 - 18:30	Wednesday	08:00 - 18:30
Thursday	08:00 - 18:30	Thursday	08:00 - 18:30
Friday	08:00 - 18:30	Friday	08:00 - 18:30
Saturday	09:00 - 17:00	Saturday	09:00 - 12:00
Sunday	By appointment only	Sunday	Closed







BENTLEY

NEW BENTLEY MULSANNE MAKES WORLD DEBUT AT PEBBLE BEACH CONCOURS D'ELEGANCE, CALIFORNIA

(16th August, Bentley Motors, Crewe, England). Today, Bentley Motors unveiled the Mulsanne, the company's all-new flagship grand tourer, at the prestigious Pebble Beach Concours D'Elegance in Monterey, California.

The Mulsanne is inspired by the company founder W.O. Bentley's crowning achievement in 1930, the 8-litre. And it was W.O.'s own sensitively conserved company car that shared the podium with the new Mulsanne in Pebble Beach. This early motoring masterpiece represented the last big Bentley that was designed, engineered and built from the ground up by Bentley engineers - until now.

Nearly 80 years later, while paying respect to this illustrious past, the new Mulsanne is a thoroughly modern statement of luxury driving and grand touring. Conceived, styled and engineered entirely at Bentley's headquarters in Crewe, England, the Mulsanne, with its completely new and unique platform, goes into production next year in a new state-of-the-art manufacturing facility within the Crewe factory.

Introducing the Bentley Mulsanne at Pebble Beach, where Bentley was the featured marque, Dr. Franz-Josef Paefgen, Chairman and Chief Executive of Bentley Motors, said: >>



“The challenge we set our engineers was to create a new grand Bentley that would stand as the pinnacle of British luxury motoring, offering the world’s most exclusive driving experience. They have responded to this challenge with real passion and the result is a luxury grand tourer that sets new standards in terms of comfort, effortless performance and hand-crafted refinement – the very qualities for which Bentley is renowned.”

The Bentley design team, lead by Dirk van Braeckel, have created a flagship that offers the classic sporting, styling cues long-associated with Bentley - expressed in a thoroughly contemporary way.

“From the very first hand sketches in the styling studio, we were inspired by the traditions of the grand touring Bentleys and have sought to evolve this story for a new generation of Bentley enthusiasts.”

The return of the Mulsanne name to a car carrying Bentley’s iconic ‘Winged B’ emblem underlines the company’s racing pedigree and nowhere reflects that heritage better than the famed Le Mans circuit, the scene of no fewer than six Bentley triumphs. Few places offer a stronger or more emotive connection with the Bentley marque than the famed Mulsanne corner.

The Bentley 8-litre displayed alongside the Mulsanne in California was first shown at the 1930 London Motor Show. It was the second-

built and was W.O. Bentley’s company car for two years. Capable of reaching more than 100 mph, the 8-litre demonstrated W.O. Bentley’s ambition and ability to build a grand luxury car capable of surpassing every other leading manufacturer of the day. A total of 100 cars were built in 1930 and 1931.

“The 8-litre’s breathtaking performance and quality was perhaps the finest example of a ‘pure’ grand Bentley. Every mechanical detail carried W.O. Bentley’s unique stamp and it was the clearest demonstration of a car built without compromise” commented Dr. Ulrich Eichhorn, Member of the Board Engineering.



“The Mulsanne has been designed with exactly the same guiding principles, so it is entirely fitting

that these Bentleys from different eras share the same stage.”

The Bentley Mulsanne will go on sale from mid 2010. It will also be displayed at the forthcoming IAA Frankfurt Motor Show (15-27th September, 2009) where Bentley Motors will provide additional product information.

For more information, please log on to www.BentleyMulsanne.com





BENTLEY

Bentley Motors inspires young engineers

For the second year running a team of Bentley Motors' Graduates will attend the Rockingham Festival, an event organised by the Learning Grid that aims to inspire school pupils' and teachers' interest in science, maths and engineering. The Festival ran from 30th June to 2nd July during which time Bentley Motors displayed some of their latest technical innovations as well as hands-on examples which demonstrate the value and fun of engineering.

The Learning Grid is a national, government and industry-supported organisation that seeks to enthuse young people aged seven years and upwards in science and engineering by offering hands-on experience. This annual event at Rockingham Motor Speedway in Northamptonshire showcases a wide spectrum of industry-led engineering, science, maths, design and technology activities that are open for visiting school parties. In 2008 over 2400 children attended from 64 schools.

The team of six Bentley graduate trainees took a variety of special activities and displays to Rockingham to encourage young people to become motivated by engineering. Alongside Bentley's latest models – Azure and Continental GTC, the Bentley stand featured some interactive games and displays, as well as a downhill racer and the Bentley "Greenpower" car that was created by some of the Company's apprentices. One activity used remote control Bentley models to encourage children to think about materials that absorb impact on collision; Another activity saw teams competing against each other to position car's parts in order of build.



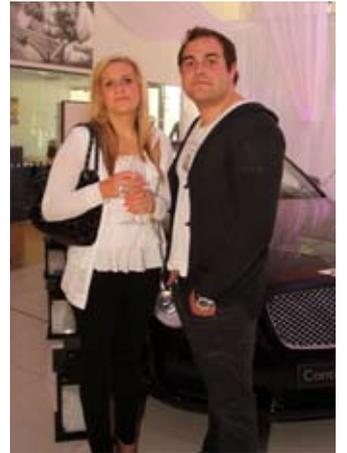


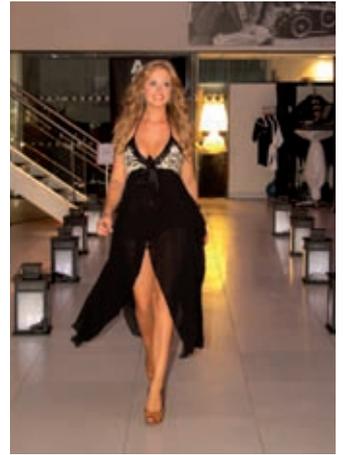
COLLECTION eden

A spectacular fashion show
at Bentley, Manchester.

On the 11th June, the Eden Collection hosted an "Evening of Temptation", which showcased the most fashionable resorts to visit this year and the exciting new destinations for 2010. Partners included David M Robinson with an exquisite collection of their Jewellery and Apparel fashion who highlighted what is hot to wear on the beach this summer.

The evening, which was hosted by Christopher Biggins, also included many celebrities from the small screen and featured an auction which was held in aid of The Muir Maxwell Trust - a paediatric epilepsy charity. The evening ended with guests bidding for auction lots which included stays at some of the finest hotels and resorts across the globe, such as Soneva Gili in the Maldives, Carlisle Bay in Antigua and Gleneagles in Scotland.







BENTLEY

Bentley Achieves Recyclability Benchmark

British car manufacturer Bentley has taken another step in delivering its class-leading environmental strategy. Bentley now guarantees 85% recyclability (or 95 % recoverability) of materials for all its current Continental models, becoming one of the first carmakers in the luxury vehicle bracket to take such a step as well as providing environmental friendly recycling or recovery at the end of the car's life.

This recycling achievement has now received official recognition from the German Motor Transport Authority (KBA). In a ceremony in Berlin, KBA's President Ekhard Zinke presented the official European-wide certificates to Dr. Arno Homburg, head of Whole Vehicle Development at Bentley Motors.

"Our environment policy is based on sustainable principles and we take a holistic view of the whole process. At the design stage we consider the environmental impact of all components over the entire life of the car. This is despite the fact that over 70% of all Bentleys ever produced are still in existence - our cars tend to end up as collectors' items rather than scrap. This is part of our responsibility as a car maker to contribute to environmental improvements, as demonstrated by this certification," commented Dr. Homburg.

"It's great to see a luxury car manufacturer showing commitment in this area. Our rigorous standards have to apply to niche products, too. As a European permits authority, the KBA verifies the reusability, recyclability and disposability of cars," said Ekhard Zinke, explaining the objectives of the certification procedure.

By meeting such stringent recycling standards, Bentley guarantees that other industries will be able to reutilise or otherwise reprocess the vast majority of materials used in the construction of its cars. Consistent use of these types of resources has coincided with improvements in manufacturing processes. Use of gas, water and electricity consumption has declined by around a quarter over the last nine years, although the number of cars produced has increased by up to ten times over the same period.

The recycling certificate is part of a comprehensive environmental strategy that the British carmaker is following. Apart from improving the environmental output of manufacturing, the strategy sets out a timetable for the introduction of new environmentally friendly technologies into the cars themselves. The company has already launched its first serial model - the Bentley Continental Supersports, unveiled at the Geneva Motor Show, which can be powered by either gasoline or ethanol, a fuel which can markedly reduce carbon emissions on a well-to-wheel basis. As a pioneer in the luxury market, Bentley is paving the way for a customer shift towards alternative fuels. By 2012, all Bentley models will be available with flex fuel technology. This will be complimented by additional engineering measures including a new powertrain which will by itself be capable of delivering a 40% reduction in fuel consumption. Overall, Bentley has committed to reduce the CO2 performance of its fleet by 15% by 2012.

Dr. Homburg elaborated on the company's long-term objectives: "Bentley is remaining true to its unique combination of performance, craftsmanship and comfort, but we still want to play our part in saving resources at the luxury end of the carmaking industry."



BENTLEY

50 YEARS OF THE BENTLEY V8 ENGINE

Fifty years after its introduction in the iconic Bentley S2 Continental, Bentley's V8 engine continues to power the company's powerful, flagship luxury motor cars including the 530bhp Bentley Brooklands coupé, the Arnage and Azure convertible models in 2009.

As engineering director Dr. Eichhorn has overseen the development of the potential of the Bentley V8 and this includes the introduction of the engine in its most potent form in the Bentley Brooklands coupe. Hand-built at the company's Crewe headquarters,

the 6¾ litre Bentley V8 engine powering the Bentley Brooklands generates 1050 Nm/774 lb.ft of torque at 3250rpm and is capable of offering a top speed of 184mph as well as a 0-60mph sprint time of just 5 seconds.

Since joining Bentley Motors in 2003, Dr. Eichhorn has also overseen the introduction of the 6 litre W12 engine in the company's Continental range. Earlier this month, Bentley Motors launched the Continental GTC Speed, the world's fastest four-seat convertible, at the Detroit Motor Show.



Bentley meets pop art

For his exhibition “Come to my World“ in Berlin, the famous artist Romero Britto chose a Bentley Continental GT as a canvas for his cheerful and vivid signature motifs.

This is probably one of the most unusual Bentleys ever seen: a large, happy flower, little stars, squiggles and signs dance on the elegant hood and colourful, comic-like figures adorn the doors. The Continental GT – a static prototype built in 2003 – has become a truly unique work of art created by the world-renowned Brazilian artist Romero Britto. Bentley Motors donated the Coupe on the occasion of Britto’s Berlin exhibition “Come to my World” in the Automobil Forum Unter den Linden.

Britto, one of the most admired and popular artists currently working within Pop Art, creates pieces specifically to put a smile on people’s faces. Having grown up in poverty in Recife, Brazil, his work belies his background by creating a fantasy world inhabited by child-like creatures and optimistic, strong colours. “Since everything in life moves toward an end”, says Romero Britto, “we should fill our life with colour and hope.” His paintings, graphics and sculptures can be admired in many of the world’s leading art galleries including the Museum of Modern Art and Guggenheim in New York. He counts the Kennedys, Rothchilds, California Governor Arnold Schwarzenegger, Steffi Graf and Elton John among his friends and collectors.





Romero was delighted to be given the chance to turn a Bentley into a Pop Art sculpture: "It is the most beautiful and elegant car in the world. The lines of the new design are perfect to paint as a clean canvas. What a way to start a fascinating and colourful journey."

Raul Pires, Head of Exterior Design at Bentley Motors and like Romero Britto, a Brazilian was central to the creation of the Continental GT. He thoroughly agrees with his countryman: "A Bentley holds the unique combination of exhilaration and relaxation in one package. An automotive sculpture with elegant powerful surfaces. The ultimate in craftsmanship."

The Romero Britto exhibition, hosted by the Automobil Forum Unter den Linden in

cooperation with the Mensing Gallery, will take place from 10 July until 6 September 2009. In keeping with Britto's wider ideals, at the conclusion of the show, the "Britto-Bentley" will be put up for auction in aid of the Nathalie Todenhöfer Foundation for multiple sclerosis as well as Best Buddies, an organization dedicated to improving the integration of the mentally disabled within society.



BENTLEY



BENTLEY

Bentley Manchester Golf Day at Mere

Once you drive through the grand arch into the grounds of Mere Golf & Country Club, you enter a haven of good company, fine food, relaxation and world class golf. Mere is a superb venue for corporate events and weddings.





BENTLEY



The James Braid designed golf course at Mere is as famous for its beauty as it is for the challenges it presents. The 6,817-yard, par-71 course was created out of 150 acres of Cheshire parkland in 1934. Mature trees, rhododendron bushes and the lake add considerable charm to a day's golf but they are also there to test you! Water, ravines and thick vegetation have been incorporated into the layout so that care and accuracy are demanded on many holes. The last four holes in particular are notorious for wrecking previously respectable score cards. Sky Sports commentator Steve Beddoes has described Mere as 'The Wentworth of the North'.



To prepare yourself for the challenges of Mere, there is a unique floating golf ball driving range where players can warm up. There is also a two-tier putting green, pitching and bunker practice area and an indoor video teaching facility, which offers full video analysis of your strokes.

It would be hard to find a more picturesque course than Mere, with its parkland setting alongside the beautiful lake which gives the course its name. Mere offers cleverly sited hazards and some of the best greens in Britain.



Mere

Golf & Country Club

Chester Road
Mere, Knutsford
Cheshire WA16 6LJ
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F: 01565 830 713
www.meregolf.co.uk
enquiries@meregolf.co.uk





BENTLEY

RARE GLIMPSE INSIDE BENTLEY AND ROLLS-ROYCE



Owners, enthusiasts and traders invited to Bentley Motors (26-27 September) for unique parts and accessories sales fair.

One of the motor industry's hidden treasure troves will be opened for the first time in September when Bentley Motors holds a one-off parts and accessories sales fair.

The famous Crewe-based manufacturer will be offering professional traders and owners of both Bentley and Crewe-built Rolls-Royce cars, as well as enthusiasts of these iconic British marques, the opportunity to purchase anything from a V8 engine block or replacement gearbox right through to an indicator bulb or pristine, beautifully illustrated 1950s handbook.

Bentley Motors holds over 55,000 part lines for all Bentley models (1955 onwards) as well as Rolls-Royce cars built in Crewe (1955-2002)

at its state-of-the-art 143,000 square foot warehouse on the outskirts of the Cheshire town. This equates to an astonishing 7 million items - all stored and catalogued on the company's database.

The September sales fair will enable Bentley to create additional space for parts and accessories for upcoming cars like the Continental Supersports and the much anticipated all-new Bentley which is due to make its debut in California this August.

"Even Bentley employees describe our parts and accessories operation as a 'goldmine' and are slightly overawed by the sheer number and variety of parts and accessories we can supply", comments Steve O'Hara Director of Aftersales at Bentley Motors.

"However with so many Bentley and Rolls-



Royce cars enjoying far longer lives than a typical vehicle and owners seeking to keep them in the best possible condition, we need to be able to support these customers and many more generations of owners. We take real pride in being able to provide anything from a humble speedometer cable through to replacement body panels anywhere in the world.

This event will be a real one-off. It is very rare for us to be able to open the doors like this so we hope that Bentley and Rolls-Royce aficionados will make the most of the opportunity.”

Over the weekend a range of Bentley’s factory trained experts will be on-site to provide visitors with advice on identifying and sourcing the correct parts for their car. All the items will be clearly catalogued and displayed by model type with a range of systems available to source the perfect part.

Unlike a typical ‘autojumble’, all the parts available will be original and unused, backed with a manufacturer warranty and many provided in branded packaging. Bentley’s

official logistics partner will also attend the weekend to support any customers needing parts to be shipped.

Richard Lawrie, Heritage Parts Manager at Bentley Motors, comments:

“We will be providing a large marquee to display the parts and hope that the selection will meet the requirements of specialist companies who restore and service these remarkable cars as well as the owner enthusiast seeking a rare item and the opportunity to buy directly from the warehouse.”

Anyone wishing to attend this unique Bentley parts and accessories can register their interest by contacting the team at heritage.event@bentley.co.uk by 21 August 2009. Owners, enthusiasts and traders invited to Bentley Motors (26-27 September) for unique parts and accessories sales fair.



BENTLEY





BENTLEY

Continental GT

A coupé worthy of the GT name. The classic Grand Tourer. A contemporary reinterpretation of everything gone before. Inspired by the grace and power of Bentley's thoroughbred bloodline, the Continental GT combines phenomenal power, incomparable refinement and class-leading performance. Muscular lines creating understated style, contemporary

design with handcraftsmanship in true Crewe tradition. The past accelerating into the future. Power that doesn't compromise space. Handling that doesn't compromise comfort. Technology that doesn't compromise handcraftsmanship. Above all, true Grand Touring performance complemented by the luxury of Bentley legend.



BENTLEY

The Bentley Continental Supersports flies with Derek Bell

The Bentley Continental Supersports, the fastest and most powerful car in the company's 90-year history, received the ultimate examination of its supercar handling and performance credentials when Le Mans racing legend and honorary 'Bentley Boy' Derek Bell spent the weekend driving the 621bhp Bentley at pace during the Goodwood Festival of Speed.

The muscular two-seater, which delivers a 0-60mph sprint time of just 3.7 seconds and a maximum top speed of 204mph, produced a series of searing runs up the Goodwood Hill with Bell regularly pushing

the car well-over the 100mph mark on a highly challenging course renowned for its narrow road and succession of tight corners and bends.

Designed and built at Bentley's Crewe headquarters, the Continental Supersports combines extreme performance with the pioneering use of FlexFuel technology in the luxury sector. The 6-litre W12 twin-turbocharged engine is capable of running on either petrol, E85 biofuel or any combination of these fuel sources.





Continental GT Speed

The Continental GT Speed, a potent addition to the Continental Series, extends the appeal of the Continental GT coupé to driving enthusiasts who place a high value on outright performance and agile handling. Even more breathtaking. In even less time. Inspired by the grace and power of Bentley's thoroughbred bloodline, the Continental GT Speed combines phenomenal power, tauter handling and sharper steering response. Greater agility and body control. An enhanced sporting

character inspired by Bentley's heritage of high performance "Speed" models from the 1920s. The Continental GT Speed is the most powerful production Bentley ever and the first to top 200mph (322km/h). Power that doesn't compromise space. Handling that doesn't compromise comfort. Technology that doesn't compromise handcraftsmanship. Above all, true Grand Touring performance complemented by the luxury of Bentley legend.





Continental Flying Spur

The Continental Flying Spur a truly individual four-door offering space and freedom. The freedom of choice, to have pure refinement and style. Cutting edge technology with unrivalled craftsmanship. A sumptuous and spacious four-door Grand Tourer with the heart and soul of the most breathtaking high-

performance coupé in the world, the redefined Continental Flying Spur offers enhanced levels of personalisation, comfort and ride quality taken to new heights. A place where you and your fellow travellers can enjoy the freedom of class leading space and pure potency.





Continental GTC

Open up to a very different world. The Continental GTC takes open top driving to new levels.

Distinctive, potent lines are heightened by the striking face with a purposeful, upright grille, new rear bumper and sleeker valance. A world of refinement and effortless style within, the

spacious interior and premium leather hides seat four people in complete comfort. Sensory pleasure is elevated as the beautifully tailored roof flows smoothly away. Performance matched only by effortless control and intuitive feedback.

It's time to let your emotions soar.





Continental GTC 10MY

Open up to a very different world. The Continental GTC takes open top driving to new levels.

Distinctive, potent lines are heightened by the striking face with a purposeful, upright grille, new rear bumper and sleeker valance. A world of refinement and effortless style within, the

spacious interior and premium leather hides seat four people in complete comfort. Sensory pleasure is elevated as the beautifully tailored roof flows smoothly away. Performance matched only by effortless control and intuitive feedback.

It's time to let your emotions soar.





Continental Flying Spur Speed

Introducing the Continental Flying Spur Speed, a sumptuous and spacious four-door Grand Tourer with the heart and soul of the most breathtaking high-performance coupé in the world. A harder edged and sportier feel with tauter handling and nimble steering response. New levels of performance echoed

by more purposeful design cues all around. A different personality altogether. With a top speed of 200mph the Continental Flying Spur Speed is the fastest four-door Bentley, offering unparalleled levels of agility and driver engagement, whilst uncompromising drive performance and comfort.



BENTLEY

CRAFTSMANSHIP

Leather, the comfort zone

Mike Garnett, known to everyone as Slim, has worked at Crewe for 30 years. He is a man absorbed in the craft of working with leather, and in the many ways in which this and other fabrics can be made to soften the feel of a vehicle and make it a luxurious haven for its owner.

His knowledge is wide-ranging and detailed and his skill extraordinary. "We can do, and have done, everything a customer wants," he says. "If you want a car interior designed in the style of a room in your house, or to match the tie you're wearing, we can arrange that. We have used ostrich hide, cavalry twill, and velvets. "It's the same with colours - there are 20 standard ones, but we have been asked by ladies to match the nail varnish they are wearing, and by princesses

to satisfy their taste in haute couture fabrics. We have always, so far, been able to meet their exact requirements."

How many hides does it take to trim a Bentley? The 15 cows whose hide is needed to trim one will all have been reared principally for their meat but the hide that is the by-product is the very finest, and each one will provide around 46sq ft (4.27sq m) of leather.

Only finely grained, supple A-grade leather is considered good enough at Crewe, but even the supplier's stringent inspection system is not sufficient for Bentley Motors. On delivery, every hide has to be pre-tensioned and checked for quality and any imperfections. "The team leader





has sole responsibility for the quality of the hide, because we do not impose any artificial grain or coating onto it here.”

Hide inspection is carried out by our team of highly experienced personnel, trained in the art of detecting even the most miniscule faults. The flaws such as creased necklines or belly grain are identified and marked up using coloured tape.

We have a specialist team of trim engineers who together define the visible area's of the hide panels and these are then digitised into a computer and stored for use in the cutting process. Development of patterns and notch alignment markings are also carried out using the digitising equipment, ensuring exact alignment of each panel which makes up a cover. Bearing in mind of course that we still need the skills and knowledge of the craftsmen to understand where to make changes and to what degree.

Bentley has invested half a million pounds in state of the art cutting equipment. With the use of a multi tool cutting head this equipment enables us to achieve cutting accuracy of 0.1mm on all of the 400 or so hide panels it takes to make up an interior of a Bentley. A computerised nesting facility positions all of the pre digitised panels guaranteeing that nothing but the best possible quality of hide is cut into our panels, whilst still

achieving a world beating 64% hide utilisation. Once cutting is completed, the whole set is once again inspected, then individually boxed to await commencement of work.

There are 24 skilled sewing machinists. They attach “comfort foam” padding to the back of the pieces, add panels for attachment, sew the pieces together where necessary, add piping and decorative twin stitching. Each operative uses different-coloured thread in the hidden areas, and also signs each piece on which he or she works.

As an added safety measure, on all our air bag seams, we record the amount of stitches per seam, thread tension, type of thread, the date, the chassis number, and the sewing machinist's name. All this information is stored on a database for a minimum of 15 years.

It's the same throughout - all the direct operatives among the 250 workers in the trim cells can claim responsibility for their contribution to each Bentley through a signature. Two boxes of pieces, one sewn and the other non-sewn, is delivered to the cells responsible for putting together each section of the interior trim. upper trim, the biggest with 30 people working in two teams, takes care of everything from the waistline up, such as head- and quarter-linings.

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Other cells take responsibility for front and rear seats, doors, facia, console and steering wheel. "Steering wheels are a good example of the skill involved in the trim cells," says Slim. "No one else makes them the way we do." One of the trickiest jobs, these wheels can take up to 15 hours to assemble, often using many different panels of hide, and sometimes wood inlays. However, many tasks, such as lining up stitch-lines in top rolls or the fluting in seats, or trimming into tight corners, require consummate skill.

The pieces move along the line with operatives usually working within 55-minute slots. Fabricated items such as seats then have to be electronically tested before they are transferred into the car. The final audit under bright inspection lights is comprehensive and will reveal any area that requires reworking. It takes an average of six

days to produce the finished leather trim for each Bentley.

The work of the hide shop is not only about new cars, however - the skills of the team are needed for restoration work, and sometimes it is necessary to go back to old ways of working, patterns and materials to replicate the original craftsmanship and "make living history", as Slim puts it.

Should the work call for obsolete materials such as horsehair, buckram or kapok, he or one of the other experts will know where to get hold of it and how to use it. "The most satisfying part of my job is meeting the customers," says Slim. "After showing them round, when they comment that they hadn't realised how much skill and hand-built refinement goes into each car - that gives me great pleasure."



BENTLEY

CRAFTSMANSHIP

Paint, that mirror finish

"Ninety per cent of the materials applied to our car bodies are concerned solely with protection and ensuring a durable finish," says John McNicholas, Zone Manager in the Auto Paint Shop. "The other 10 per cent is about aesthetics." But what aesthetics! "The first thing you notice when you look at a Bentley is how lovely the paintwork looks."

A process that can take eight days is telescoped into less than an hour when you walk alongside the conveyors in the Paint Shop at Crewe (there are 2.2 miles of track altogether!). Here, in one of the most advanced facilities of its kind, a procession of bodies arrive in bare white metal and will pass through 16 stages of development and 120 separate processes before they are ready to depart in a state of gleaming perfection. John is responsible for production planning, personnel and quality control.

His sphere of operations is the first, largely automated section of the Paint Shop, the second part being rectification and "mirror" finishing, a painstaking process carried out largely by hand. The initial stage involves a phosphate process which prepares the body to accept paint. After drying, the body is submerged in an electro-coating bath to ensure that every hidden area is reached. The electro-primer material is recycled

using a system of filters. The body in the primer oven is stoved at 185?65?

The next stages are also carried out by hand: seam-sealing, dry-sanding to eliminate any surface imperfections, and selective application of a "high-build" grey primer. Accurate as the bodybuilding process is, subtle improvement is still possible on panel shapes, and to provide further protection for areas susceptible to stone-chipping. Such attention to detail is unique to Bentley Motors.

It is now time for the first coat of all-over primer to be sprayed on. This is usually black or grey, though for certain paint finishes that use semi-transparent pigments, red, blue or white is specified. Further rectification follows to eliminate any texture. The results are inspected before touching-in and detail sanding take place.

A jet wash blasts away any sanding residue, then hidden areas that are to remain black are masked and the body cleaned thoroughly and blown off with an anti-static device. It is now ready to receive its two base coats, using a paint that is water-based to prevent harmful emissions but which, at the same time, is more difficult to apply than solvent-based paints.

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Once this has been done, a flexible clear lacquer can be applied to give a high-lustre finish and further stone-chip protection.

There are 26 standard and a number of non-standard colours but customers can specify whatever they want - since the latest product launch, 111 colours were individually matched.

“Certain colours present a greater challenge than others, particularly lighter shades,” says John. The Paint Shop is used to being asked to match a colour to a pink toothbrush or bottle of nail lacquer. “We can always do it, one way or another. If a colour presents real problems, perhaps a very bright, transparent yellow, we always have the capacity to work off-line.”

One hundred and thirty-five “direct” operatives, divided into a dozen teams, plus support teams of maintenance workers, engineers and inspectors, work an eight-hour day or on the night shift. Further support is provided by a team of four robots, responsible for applying the lacquer. But at Crewe, automation carries no implication that human input is inadequate - quite the reverse. These automata are created in Man’s image.

“They are unique because we set out to replicate a human sprayer with a conventional spraygun in his hand,” says John. “No human can be at his or her best every minute of every day, so we simulated a human at its best. The robots work at that efficiency level at all times to ensure a uniform application.”

The spray booth is carefully climate-controlled and people are excluded as far as possible to avoid any contamination. Boots and bonnets can be opened and closed remotely and a mix of models of different dimensions can be sprayed.

After the oven stage comes the underseal treatment, using a water-based bitumen coating which is also efficient at deadening sound. The body is then examined under bright lights to identify any imperfections, before being subjected to a 10-hour marathon of sanding and polishing to bring it to that inimitable mirror finish.

Bodies are minutely audited for imperfections before they leave the Paint Shop, and again after the car has been assembled. Paint Operations have been closely involved in a study which has succeeded in minimising damage to paintwork during the assembly process and reduced the need for later rectification. “The body is now at its optimum in terms of durability, so it is important to minimise any need for respraying later,” he says.

The capacity for speed is an attractive attribute in a Bentley, but in manufacturing the finest motor cars, the quest for perfection cannot be hurried. It takes some eight days to achieve the level of finish and body protection synonymous with these vehicles.

Bentley Motors is working closely with the Volkswagen Group to see if there are ways of improving the process still further. “We have a very positive view of the future,” says John. “Our systems are somewhat different but we are learning from each other - we look at suggestions and alternatives, and there is a lot of mutual respect for the way we do things.

“We will always consider improvements, but it is unthinkable that that should happen by sacrificing our attention to detail.” Few Bentley owners would grudge the time it takes to achieve that incomparable resilience, smoothness and shine.



BENTLEY

CRAFTSMANSHIP

Wood, from the roots up

It all started in a sunny Californian orchard around the turn of the 20th century, when W O Bentley was still a boy on a bicycle. The root of a walnut tree settled down to enjoy a fruitful relationship with a fungus which, over the decades, would produce in it a distinctive burred pattern. Today that pattern lives on in the gleaming veneer on a Bentley motor car.

It is the job of Veneer Selector Adrian Minshull to

travel to Italy and elsewhere to meet the importers of these impressive root balls. He has seen many hundreds and his eye is practised - he can provide an accurate estimate of how many car interiors can be veneered once the ball has been sliced into 0.6mm leaves. These root balls are more valuable than the trees, which have passed their best as fruit producers, but every tree that is felled is replaced by another.

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“I’ve been selecting wood for seven years now, evaluating the roots or logs for quality and yield,” says Adrian. Burr walnut is the most familiar but by no means the only veneer used at Crewe. English oak is also available, as is the increasingly rare elm, and the company has introduced two woods, madrona and vavona. Endangered varieties such as mahogany are not used.

Birds eye maple is another wood to provide a distinctive grainy pattern, though it is also the hardest to work with. Some customers opt for straight-grain walnut veneers, and solid walnut is used for parts of the car, such as the waist rails.

“We produce the wood for nine four-door and a couple of two-door cars every day,” says Adrian, who started at the factory as an apprentice at 16, and went into the Wood Shop at 21. His father worked at Crewe for 25 years and his twin brother also works there.

Adrian expects to be offered only the higher-grade woods by suppliers who are well aware that all the material purchased by Bentley Motors is used in its original colour and grain to allow its natural beauty to shine through.

Today such an approach is rare. Most of those

motor manufacturers that offer real wood veneers use presses which generate very high pressures. This causes veneers to lose their natural properties, so they need to be bleached and stained.

The veneer in every Bentley is unique, and from the start of the process it is marked with the chassis number of the car for which it is intended, so that every wafer-thin leaf can be traced back to the tree from which it came.

On average 60 per cent more veneer is used in today’s cars than was used 20 years ago. The Wood Shop uses 16 leaves to create the 26 central components in a Bentley, plus another eight for the waist rails. Options such as picnic tables or additional door panels could bring the veneer used in a Bentley to as much as 6.5sq m (21.3sq ft).

Making full use of the recurring pattern throughout the root or log, the leaves are doubled up to create a mirror-image effect. For example, four leaves are taped end to end to form a symmetrical pattern across the centreline of the fascia, and this pattern is matched and echoed in the console to create a cascading effect throughout the vehicle. The waist rails also mirror each other, with the same pattern repeated on each door.





It takes 13 days to produce a full set of polished veneers. The leaves have to be shaped and pressed and combined with decorative wood inlays and cross-banding. Veneers are required to fit into instrument apertures or around curved surfaces such as on the fascia or console, but the material is fragile. A spell in a moisture room helps to provide the necessary elasticity.

The substrates, consisting of up to 25 thin layers of khaya wood, are formed on a die-press machine, using heat-activated glue sandwiched between every leaf.

Eighty craftsmen and women work in the Wood Shop, and their skills are being passed on, with at least eight apprentices learning the trade at any one time. In the machining area, bulk timber is cut to length and profiled, using five- and three-axis computer-controlled routers (unique in the industry) to allow the most intricate shapes to be achieved.

Waist rails, vanity mirrors and occasional tables are all constructed using the traditional cabinet-makers' skills. "We have harnessed technology for speed, but kept all the core skills of proper woodworking," says Adrian.

Each individual car set then has to be cleaned and prepared manually, a five-and-a-half hour process, before it is ready for another manual operation carried out in a dust-free environment - the lacquer spraying. The wax-free lacquer used today is environmentally friendly, very shiny and virtually ripple-free. It is applied in five coats and takes three days to cure, before work starts on removing any imperfections and to achieve that mirror-like finish.

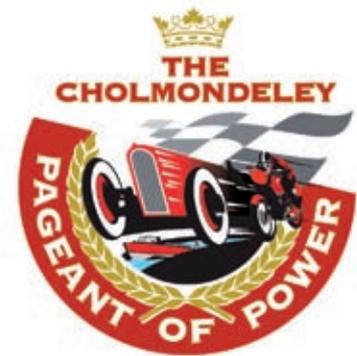
The sets are sanded using a belt-sander but mostly by hand, using up to five grades of increasingly fine sandpaper. Finally they proceed to the finishing area and a wax polish is applied before they are buffed on a cotton mop polisher.

Brackets and fixtures are attached, and the sets are placed in a dedicated area ready to be fitted to their body. Those shiny, precisely matched veneers, by now highly durable and damage-resistant, have come a long way since California.



BENTLEY





2009 CHOLMONDELEY PAGEANT OF POWER A HUGE SUCCESS

The second Cholmondeley Pageant of Power has been a massive success with over 35,000 people experiencing one of the most astonishing weekends ever held in the region. The magnificent racing cars, bikes, boats, helicopters and tanks on display were literally breathtaking and on the Concourse d'Elegance alone there was over £15 million pounds worth of Bugatti's, from the Donnington Collection priceless Royal to the very latest Veyron Grand Sport. >>





Local legend Justin Law headed the 140 strong racing car and bike entry to take home 2009's Breitling Watch in his Lister Jaguar GT Prototype while Stuart Graham wowed the crowds driving an AJS Porcupine racing bike on which his father was crowned the very first 500cc World Champion in 1949.



The air displays were incredible with Nigel Lamb in his Breitling MXS Aerobatic plane performing aerial tricks that defied logic and gravity. The inaugural Tri-Services Helicopter competition was won by the Army Air Corps on Saturday with the Royal Air Force gaining revenge on the Sunday. Over a 130 helicopters of all shapes and sizes, many bringing celebrities from the show biz and footballing world, made the event the largest of its kind ever to be held in Europe. >>



The Power Boaters were not daunted by the wet conditions on Sunday afternoon and there was a thrilling final in the Formula 2 Big Cats and Formula 4 Breitling category with the eventual winner, Paul Batch, only taking the honours after a needle match on the final corners of the 25 lap race.



The 35,000 strong crowd witnessed a fantastic military display headed by the Challenger 2 Main Battle Tank. With a plethora of other tracked vehicles on show, they succeeded in turning a corner of the park into a battle field that would rival many a campaign.

Next to the shopping village, another favourite was the world renowned JCB Dancing Diggers whose dexterity and precision thrilled young and old alike.

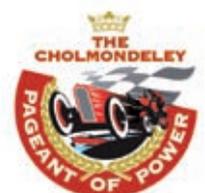
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On Saturday night the weekend was crowned with the Fireworks concert and Military Tattoo. Massed Bands from the Royal Engineers and Royal Artillery set the tone and the large crowd were entertained by the Manchester Camerata Orchestra, accompanied for the first time by live firing from the Royal Artillery's Field Guns to the 1812 Overture.

Said James Hall, show director; "these astonishing feats could only have been organised and accomplished with an exceptional team at Cholmondeley – the messages of congratulations have been flooding in and we are very proud of what has been achieved."

Date for July 2010 tbc.
Please visit:
www.cpop.co.uk
or call: **01829 772 433**
for more information





BENTLEY

ENVIRONMENTAL POLICY

As a socially responsible manufacturer, Bentley has a comprehensive environmental policy to minimise impact on the local and global environment.

In the Making

Our long-term course of action applies to all Bentley Associates working in the design, development, manufacture and sales of cars and automotive products. It is communicated to all Associates and interested parties.

The principles are to:

- *Integrate environmental factors into business decisions
- *Comply with all relevant environmental legislation, regulations and codes of practice that relate to the company's activities
- *Continually improve the environmental performance of the Crewe site

*Show a demonstrable commitment to pollution prevention

*Develop and maintain the Bentley environmental management system in-line with international standards

*Promote ownership and control of environmental issues at the appropriate business level

*Optimise and efficiently use resources whilst maximising re-use and recycling opportunities

As part of our effort, we have already introduced new manufacturing processes; reducing total energy consumption by almost 30 per cent in the past decade. CO2 emissions in the manufacturing process have declined by more than 20 per cent, and water use has fallen by more than a quarter. That environmental improvement was a significant achievement, since it coincided with record production and a ten fold sales growth to more than 10,000 cars annually.



BENTLEY

ENVIRONMENTAL POLICY

The integration of environmental values into the Bentley vision and brand signals an evolutionary step in Bentley's history. The entire company is embracing green technology while remaining true to W.O. Bentley's simple ambition: to produce "a good car, a fast car, the best in its class".

These improvements are now being augmented in the vehicles themselves with an environmental solution that is both technically advanced and practical.

Vehicle Disposal (UK only)

Bentley Motors Limited has an arrangement with Cartakeback.com to provide a disposal service for any Bentley vehicle.

Vehicle Disposal (Continental Europe)

Bentley Motors has arrangements with authorised disposal contractors throughout Europe who are able to dispose of Bentley cars at the end of their lives in an environmentally responsible way. To access these services, please contact your approved Bentley dealer.



BENTLEY

ENVIRONMENTAL POLICY BENTLEY AND CO2

At the 2008 Geneva "Auto Salon", Dr Franz-Josef Paefgen, Bentley Chairman and Chief Executive, announced a far-reaching environment programme to reduce CO2 emissions and improve fuel economy across the range.

Following years of engineering studies and intensive product development, exploring alternative environmental technologies in depth, our solution is focused on three complementary steps:

Improved efficiency

The first part of the strategy, efficiency, will cut CO2 emissions and fuel consumption by 15 per cent by 2012.

Efficiency improvements will be achieved first through the application of innovative technology to our 8 and 12 cylinder engines, including enhanced engine management, and new, improved transmissions and drivelines, as well as through weight reduction.

New Powertrain

By 2012, a new powertrain will be introduced delivering a 40 per cent reduction in fuel consumption, while maintaining current levels of performance.

Renewable fuel

In parallel, "FlexFuel" engines capable of running on a mix of bio-fuel and gasoline will be introduced progressively throughout the entire Bentley range, so that by 2012 all Bentleys will be compatible with renewable fuels, with the initial rollout beginning next year.

On a Well-to-Wheel* basis, bio-fuels can deliver a consistent net CO2 reduction of up to 90%. By preparing our engines at an early stage for these fuels, we believe we will help accelerate their adoption, as the supply and market for them develop.

These measures should ensure that the entire Bentley range will see a significant decrease in CO2 emissions, based on a "Well-to-Wheel" measure.

Importantly, both the efficiency and renewable fuels technology preserve Bentley's signature high performance.

* Well-to-Wheel: the widely accepted measure of energy efficiency has been defined by European Commission advisers as "the integration of all steps required to produce and distribute a fuel (starting from the primary energy resource) and use it in a vehicle". Source: European Commission Institute for Environment and Sustainability WELL-to-WHEELS Report Version 2c, March 20



THE HISTORY OF BENTLEY 1910 - 2009

The history of Bentley reads like a thriller. From the moment W.O. Bentley's 3-litre engine burst into rumbustious life in 1919 to the roars that greeted the Le Mans triumphs of 2003, the ride of fate and fortune of the legendary marque has been a roller-coaster of daring visions, extraordinary characters, narrow escapes, near peril, breathtaking comebacks and glittering achievements.

It's a story as passionate as the dedication that's required to build a car as elegant as the Arnage or a coupe as stunning as the Continental GT. It's a story as exhilarating as the performance of every vehicle graced with the winged B.



THE HISTORY OF BENTLEY

1910 - 1919

Picture a young man mesmerised by the possibilities of mechanical invention that characterised the early 20th Century. A twenty-two year old obsessed by speed and its potential for changing the world. An engineering genius with an intuitive grasp of the dynamics of the amazing new internal combustion engine. Put those images together with a precocious visionary who believed nothing was impossible and you have some sense of W.O. Bentley on the brink of creating a legend in his name.

And just one more thing. He liked to win.

Competitive motorcycle racing at the Isle of Man and the newly-opened Brooklands circuit gave him his taste for speed but couldn't satisfy his hunger for power. That was to come in 1912 when he and his brother, H.M. Bentley, acquired the UK agency for the French Doriot, Flandrin & Parant (DFP). On his first run in the Aston-Clinton hill-climb, W.O. broke the class record – with his wife Leonie in the passenger seat. The DFP was “quick, robust, sporting in character and of the highest quality”, the very qualities that were to become the foundations of the cars he went on to produce.

On a trip to the DFP factory in France he noticed an aluminium piston being used as a paperweight by one of the company directors. He adapted his own DFPs with this revolutionary material and drove them to one racing triumph after another. Indeed, these lightweight pistons quickly became the “secret ingredient” of Bentley success with his conservative

competitors continuing to regard aluminium as too weak to withstand the inferno of the engine block.

The beginning of the Great War brought new challenges. The frivolities of the DFP era were over. W.O. turned his attention to more serious affairs, creating the Bentley Rotary I (BR1) following an Admiralty Commission to power the Sopwith Camel, and with it, Allied dominance of the air.

The BR1 and the subsequent BR2 epitomised Bentley's ability to transform raw design ingredients into masterpieces of power and reliability. In his later life he admitted that nothing had given him more pride than this contribution to the war effort.

In 1919, with the war over and British industry booming, W.O. turned his attention to the dream he'd been cherishing these long seven years, building the car that would satisfy his own extraordinarily high expectations as a driver, as an engineer, as a competitor and as a gentleman.

Luck and good judgement helped him to recruit the finest available talent. Sheer persistence and the will to succeed rewarded him, in October 1919 at his service shop in New Street Mews, with the deafening bellow of the very first Bentley engine, the awesome 3-litre.

All that now remained was to build a car around it.



THE HISTORY OF BENTLEY 1920 - 1929

Bentley's decade of glory began, appropriately enough, with a rave review in purple prose by *The Autocar* after road-testing the first complete Bentley, the hand-built EXP1 prototype powered by the new 3-litre engine. "For the man who wants a true sporting type of light-bodied car for use on a Continental tour," wrote the magazine, "the three-litre Bentley is undoubtedly the car par excellence." It had taken nearly a year of grit and determination, in the cramped confines of the mews near Baker Street, to build a chassis light enough and strong enough to live up to the driving experience Bentley wanted from the new engine.

With production established in Cricklewood, London, two more prototypes followed as W.O. Bentley laboured passionately to produce the car of his dreams, "A fast car, a good car, the best in its class." And another eighteen months elapsed before the first Bentley was finally sold to Noel van Raalte, a wealthy and influential playboy, on September 21st, 1921.

The two things that mattered most to potential car buyers in the 1920's were reliability and speed, though not necessarily in that order. And for a young, unknown manufacturer there was only one place where your credentials in these matters could be demonstrated beyond doubt – on the racetrack.

In 1922 a Bentley 3-litre snatched the British Double Twelve Hours record at an average speed of 86.79mph. In 1923 a Bentley 3-litre finished fourth at the inaugural 24-hour race at Le Mans. More honours followed – a win at Le Mans in 1924; the twenty-four hour world record at Montlhéry by a Bentley travelling at an average speed of 95mph.

But W.O. was still not satisfied. As demand for the Bentley chassis grew, so too did the fashion for heavier and more luxurious coachwork. He needed a more powerful, more refined engine. The 6.5-litre was launched in 1925, laying the foundations for the famous Speed Six racer, the innovative 4.5-litre, and the glorious Le Mans triumphs of 1927 – 1930 when the fame of Bentley's racing domination reverberated around the motoring world.

These were the years of the Bentley Boys, a decade of extraordinary adventures, technological advances and victory celebrations, unblighted even by financial difficulties due to the intervention of diamond heir, Woolf Barnato, in 1926.

But in 1929 Black Thursday loomed, and the long shadow it was to cast on the future on the now famous winged "B".



THE HISTORY OF BENTLEY 1930 - 1939

A new decade begins, and the scene is set for the eagerly awaited showdown between Britain's two most famous marques. Bentley, fresh from its latest one-two at Le Mans, launches an 8-litre directly in competition against its fabled Rolls-Royce rival. It's a clash of proven performance against legendary smoothness, of sporting handling against quiet refinement.

Sadly, the Great Depression steps in to stop the battle before it's begun. Rolls-Royce Ltd buys the financially vulnerable Bentley Motors, production moves to Derby, and an entirely new chapter of Bentley development is about to be written.

Despite the misgivings of Bentley loyalists, the first offspring of the unlikely marriage is dubbed by W.O. himself, now working for Rolls-Royce, as "the best car ever to bear my name". Known as "The Silent Sports Car", the 3 1/2 -litre combines the best attributes of both brands – agility with luxury, power with silence.

New ideas and technological advances bring further refinements to the Bentley concept. A 4 1/4 -litre engine, an overdrive gearbox, independent front suspension in the successful Mark V and, at last, with war-clouds blackening the European skies, the first tentative hint of the future Bentley Continental.



THE HISTORY OF BENTLEY 1940 - 1949

For Bentley purists, these were the dark years. War brought an abrupt end to the Continental project. Innovation gave way to rationalisation. And the new Bentleys were obliged to share an ever-increasing number of production and design attributes with their blue-blooded brothers at Rolls-Royce. Objectively, of course, most of these were exceptional in their own right. But Bentley lovers have never been renowned for objectivity, and to their eyes it appeared as if the unique qualities of the Bentley brand were being diluted with each succeeding model.

But all was by no means lost. The move to Crewe in 1946 meant access to the community of highly skilled engineers and mechanics who had migrated

to this busy industrial hub during the war. New ideas and new technologies found their way into the post-war Bentleys, albeit under the fine scrutiny of Rolls-Royce management.

The Bentley Mark VI, with a modified 4 1/4 -litre engine and a shortened version of the Rolls-Royce Silver Wraith chassis, became the first motor car to be built entirely at Bentley's Crewe works – and the first to be offered with a pressed steel body-shell as standard. Coach-built cars were still available, but the stately Mark VI – one of the best sellers in Bentley history – signalled a sea-change in vehicle production.



THE HISTORY OF BENTLEY 1950 - 1959

By 1952 the popular Bentley Mark VI was in need of a facelift. Whether by luck or brilliant judgement, the decisions that led to its final modifications, its styling and its designation pointed to the extraordinary renaissance of the brand some fifty years later, though no-one involved could possibly have guessed it at the time.

The new R-Type closely resembled its forbear, the Mark VI, but was technically improved. However, from it came the R-Type Continental. This iconic aluminium-bodied coupé, with higher gearing and lightweight, streamlined coachwork by H.J. Mulliner, its ability to run up to 100mph in third gear, with a

top speed of just under 120mph, made it the fastest four-seater car in the world. Very quickly it earned a reputation as the ultimate in high-speed luxury.

Despite the success of the R-Type's undeniable originality, the rationalisation of new Bentley and Rolls-Royce models continued with inexorable efficiency. By 1955 they were sharing identical technology, with the Bentley S Series differing from the Silver Cloud only in external styling.

For ten long years, only the Continental variant with its coach-built two- and four-door versions broke with the styling of the Rolls-Royce range.



THE HISTORY OF BENTLEY 1960 - 1969

A decade of intensive development and a dramatically redesigned production line at Crewe in 1965 produced the Bentley T Series along with its Rolls-Royce sibling, the Silver Shadow. With all-round independent suspension, four-wheel disc brakes and air-conditioning, it was the first Bentley built with a monocoque chassis and bodyshell.

As gracious as it was in design and as smooth as it was in performance, the T Series was seen by Bentley enthusiasts as the final betrayal of the marque's sporting heritage. The guardians of the Bentley flame were no longer to be found in the factory. That duty had been taken up by the thousands of Bentley

owners who kept their hopes and dreams alive in the fellowship of the BDC, the Bentley Drivers Club.

Their loyalty to the winged B was vital. As sales of the new cars continued to decline, the performance credentials that Bentley had fought so hard to win on the racetrack were now a distant and fading memory among luxury car buyers around the world. Bentley sales were in decline, and but for the ambition of the new owners to enter the U.S. market with a car that had broader market appeal, and the evident loyalty of the BDC, there would inevitably have been more than one occasion when Rolls-Royce considered stopping Bentley production altogether.



THE HISTORY OF BENTLEY 1970 - 1979

Looking back on the clone years of the seventies, with the Bentley's superb heritage reduced to little more than a badge on an ageing Rolls-Royce and Bentley sales teetering below ten percent of total production, motoring historians are unanimous in regarding Bentley's survival as something of a miracle.

The introduction of the T2 and the Bentley Corniche drophead coupé did little to restore the public's faith in the marque. Neither did the liquidation of Rolls-Royce when the development costs of its world beating RB211 jet engine soared over budget.

The tide would eventually turn, of course. And while it is easy in hindsight to be critical of the parent company's handling of the Bentley brand during these parlous years, the long association with Rolls-Royce and its coach-building partners such as Mulliner would leave an indelible mark of refined luxury in Bentley's DNA. W.O. himself would have approved of this side of the equation.

Now all Bentley needed was the power to perform.



THE HISTORY OF BENTLEY 1980 - 1989

It was a Rolls-Royce in everything but name. But it was a name that gave a flicker of hope to the resurgence of the true spirit of Bentley. Launched in tandem with the updated 1980 Silver Spirit was the Bentley Mulsanne, named after the corner at Le Mans, at the end of the longest straight on any racetrack in the world. Rolls-Royce had hitherto eschewed all references to Bentley's racing past; the naming of the Mulsanne was the last roll of the marketing dice.

It was, indeed, the tiniest of flickers - but it soon ignited a search for the kind of power under the bonnet that could deliver to the promise of the badge. With its V8 turbocharged to 300bhp, the Bentley Mulsanne Turbo became the surprise hit of the 1982 Geneva Motor Show. Here was a 2200kg car that reached 60mph in just 7 seconds. With a top speed of 135mph it was the fastest Bentley in

history, and faster even than the likes of the Daimler Double Six, the Aston Martin Lagonda and Ferrari's 365GT4.

An overwhelmingly positive public response led to more differentiation. The 1984 Bentley Eight boasted a chrome wire-mesh grille that recalled the racing Bentleys of the 1920s. The 1985 Bentley Turbo R firmly re-established the Bentley marque, the R designation standing for road holding. Glowing press reports included the following from Motor, "If the best car in the world comes out of Crewe, it wears a Bentley badge, not a Rolls-Royce one."

By 1989 half of the cars emerging from Crewe were Bentleys. Ten years after the introduction of the Mulsanne Turbo, Bentley would outsell Rolls-Royce two-to-one.



THE HISTORY OF BENTLEY 1990 - 1999

If the financial press was full of rumours of European takeovers and boardroom politics, it was stories about the confident new Bentleys that kept the motoring press busy in the nineties.

The two-door Continental R took the 1991 Geneva Motor Show by storm. A year later the Continental R was put into production, its turbocharged and intercooled 6.75-litre V8 offering 150mph performance. In 1993 the four-door Bentley Brooklands, named after the Surrey racetrack that had witnessed so many early Bentley victories, replaced the Bentley Eight and Mulsanne. 1994 saw a 408bhp Turbo S, and 1995 the first Bentley Azure. With its distinctive Pininfarina styling it was unveiled at Geneva as the most powerful four-seater convertible in the world.

With the brand now firmly back on its feet, and with W.O.'s original vision back behind the wheel, the direction for future development and innovation was as clear as the Hunaudieres straight.

The Brooklands was given a 300bhp, 6.75-litre turbocharged V8 capable of 140mph. The Continental T became an integral part of the Bentley range, with 420bhp, a top speed of 170mph and 875Nm of torque breaking all records for a production motor car. The swansong of the Turbo R Series in 1997 would accelerate from 0 – 60mph in under 6 seconds. Just prior to its sale by parent Company Vickers PLC, Bentley introduced – at Le Mans – the first completely new model in nearly 20 years, the Arnage, powered by a BMW 4.4 litre twin turbocharged V8.

The acquisition of Bentley by the Volkswagen Group in 1998 however added resource, new technologies and even greater impetus to the momentum of the Bentley renaissance. A century of dreams, despair and determination culminated in the launch within one year of the pure-bred Bentley Arnage Red Label, with the venerable 6.75-litre V8, up-dated and re-invigorated, a car that recaptured that exhilarating blend of power and craftsmanship worthy of the flying B.



THE HISTORY OF BENTLEY 2000 - 2009

If certain sceptics still doubted Volkswagen's commitment to the true values of the Bentley brand, they were soon silenced. Massive investment in the Crewe facility substantiated their intention to maintain a thoroughly British bloodline. And the announcement of a new racing programme reawakened its spirit of daring endeavour.

As Bentley engineers took up the daunting challenge of designing and producing a race car to take on the best in the world, two other equally daunting programmes were underway at Crewe.

The first was the bespoke design of a Bentley State Limousine, commissioned through Bentley Mulliner, for none other than HM The Queen on the occasion of her Golden Jubilee.

The second was the secretly guarded development of the so-called MSB, a "mid-size Bentley" that would consolidate once and for all the breadth and strength of the Bentley revival.

As the 600bhp Bentley Speed 8 began to make its mark at Le Mans, the MSB – now openly referred to as the GT Coupé– was being put through its own gruelling tests.

The stunning Continental GT was unveiled at Paris in the same glorious year, attracting 3200 deposits eight months before the first one would be delivered.

In 2003 Bentley Speed 8's finished third and fourth at the 12-hour race in Sebring, Florida. And then, almost eighty years since their debut, Bentley finished first and second at the most famous circuit of all, Le Mans.

The launch of the Limited Edition Bentley Arnage Limousine was followed in 2005 by the Bentley Continental Flying Spur. And the Bentley Arnage Drophead Coupé was confirmed for production as the exquisite Azure, and one year later the Continental GTC was announced. The revival was complete.

The Arnage and Azure combine personally-commissioned Mulliner refinement with extraordinary power. The Continental range, now including the brilliantly-received Convertible, introduced Bentley to an entirely new audience of enthusiasts eager to experience the true meaning of Grand Touring.

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2007 saw the continuation of Bentley's grand touring heritage with the introduction of the Bentley Brooklands; inspired by the adventures of the 'Bentley Boys' at the world renowned British racetrack in the 1920's. A strictly limited production of only 550, the luxury four-seater coupe reaches 60mph in just 5 seconds, supporting Bentley's vision in creating world-class exclusive coupés.

The automotive industry has found itself at the centre of the growing global environmental debate and facing new challenges – climate change and renewable fuel sources. At the 2008 Geneva Auto Salon, Dr Franz-Josef Paefgen, Bentley Chairman and Chief Executive, announced an ambitious strategy to cut CO2 emissions and significantly improve fuel economy across the Bentley range by 2012.

The extreme Bentley – Continental Supersports – debuted at the very same Auto Salon; the fastest, most powerful Bentley ever, reaffirmed

the environmental commitment as Bentley's first FlexFuel performance car.

2009 marks a major milestone in Bentley's history, in celebration of 90 years of Bentley Motors, the all-new grand Bentley, a formidable accumulation of 90 years experience, joins the range and will be unveiled in all its splendour on 16th August at Pebble Beach.

The all-new grand Bentley embraces the highest standard of modern technology, while remaining true to W.O. Bentley's ambitions, carrying the traditions of craftsmanship and ultimate luxury forward into the future of Bentley.

The next chapters of Bentley history have yet to be written. But we can predict with some confidence that they will include luminous headlines in the motoring press and heartfelt praise from Bentley lovers the world over.



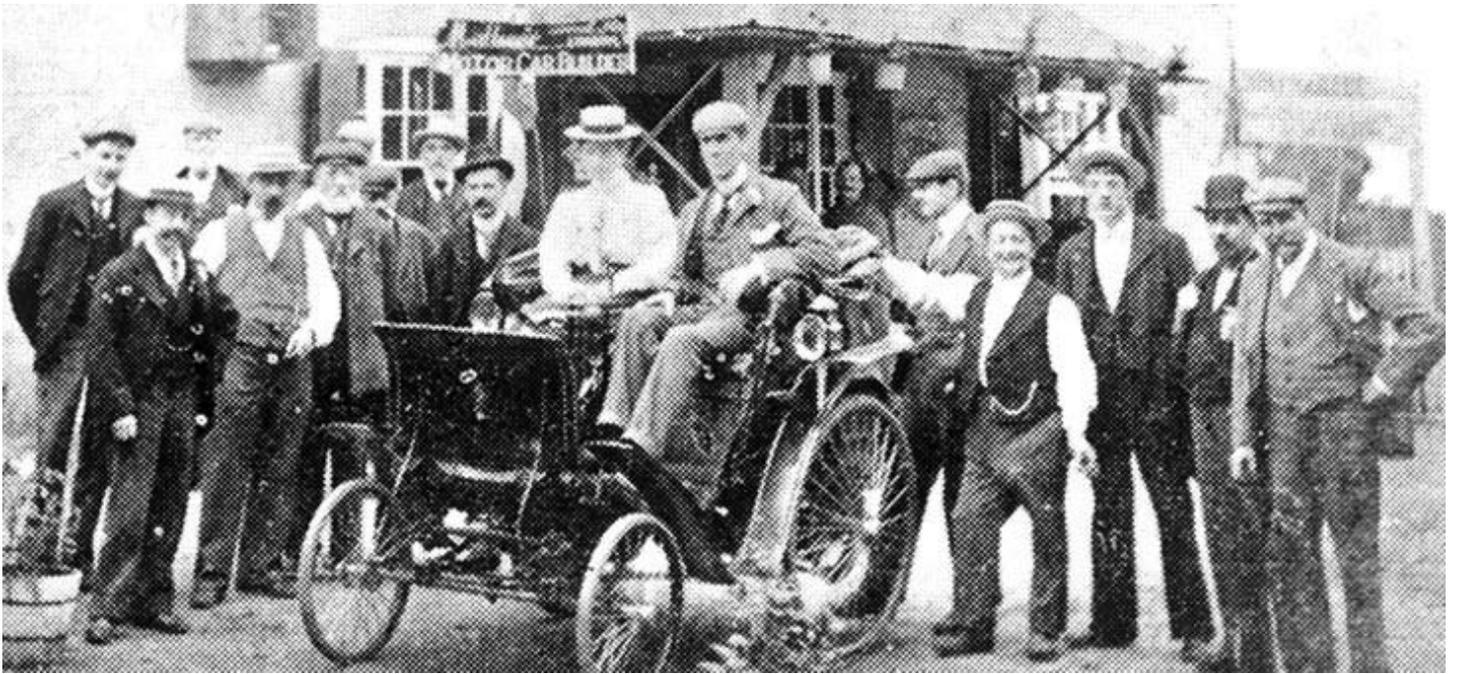
WHAT IS MULLINER?

Situated within the Bentley facility at Crewe, England, Mulliner could be called the last bastion of coachbuilding in the 21st Century.

Here Bentley continues to cherish the proud Mulliner tradition of handcrafted excellence, passed down over generations. Over a hundred specialists ply their trade at Mulliner; coachbuilders alongside coppersmiths, electronics specialists alongside cabinetmakers. All are world-class craftspeople whose sole purpose is the realisation of the personal vision of the individual Bentley customer.

Over 90% of Bentley Arnage are fitted with bespoke features from Mulliner. This could be something as simple as a refrigerated bottle cooler, or an embroidered personal design on the leather hide. Or it could be as radical as an entirely new body-style, extended wheelbase or a fully-functional mobile office.

With Bentley Mulliner's scope nearly as wide as its customers' imaginations, it's little wonder that an Arnage owner once exclaimed that it was 'like having your own private car company'.



THE HISTORY OF MULLINER

The Mulliner name and its association with fine craftsmanship can be traced as far back as the 16th Century when early records listed them as “carriers and saddlers”. But real prominence came to the Mulliner family when they were commissioned to build carriages for the Royal Mail in 1760. By the late 19th Century they were hand-crafting the coachwork for the new “horseless carriage”. And today, a hundred years later, the Mulliner name still resonates with the bespoke luxury of the world’s finest carriages and cars.

Mulliner’s association with Bentley harks back to the very earliest years of Bentley Motors when W.O. Bentley himself commissioned Mulliner to build the bodywork for the famous EXP1. Through the succeeding years the partnership grew closer and stronger, producing the streamlined contours of the revolutionary 1952 R-Type Continental, among many other renowned Bentley designs.

Now called Bentley Mulliner, they form a key part of the company as the specialist personal commissioning department of Bentley Motors.



ARMOURING

Bentley Mulliner's goal is to create Bentleys that match their owner's requirements absolutely. Occasionally, these requirements extend to personal protection. Bentley Mulliner offers varying degrees of armouring from simple anti-'smash and grab' glass to full B6 Armour Protection. In addition to the protection, the vehicle's chassis is upgraded to accommodate the weight of the armouring, and to permit a rapid escape should one be required.

Uniquely, all this is engineered into the car from the very earliest stages of build, not applied afterwards to a finished car. For this reason, an armoured car from Bentley Mulliner has all the quality and integrity you'd expect of a Bentley, and also is capable of accommodating any further Mulliner commissioning the owner desires.



BENTLEY

CAREERS

Bentley is one of the world's most respected brands. Its recent success is directly attributable to the skill and passion of the team at its headquarters in Crewe, Cheshire and at regional offices across the world. A career with Bentley gives you the opportunity, across a wide range of disciplines, to directly contribute to this success.

From designing, engineering and building some of the world's most desirable cars to creating an unforgettable ownership experience we manage all aspects of the Bentley business. As our business grows and changes we need to continually develop the skills of our team and attract the very best people to work with us. Whether in a supporting role at Crewe or meeting customers in Tokyo, every Bentley Associate knows that they are contributing to the success of the business.

We are dedicated to personal development and aim to encourage the talents and build the careers of

Associates at all levels. We have a range of activities that underpin our Investors in People status: technical and skills training, management and leadership development and support for Associates seeking professional and academic qualifications.

We have won a number of externally recognised awards including the 2007 National Training Award for 'Becoming a Bentley Manager' a programme that supports newly appointed managers in the business.

Most opportunities with Bentley are based in Crewe, Cheshire but with a global market for our products and as part of the VW group, Associates have the opportunity to develop their careers internationally including secondments and transfers overseas and the development of language skills.



BENTLEY

BENTLEY MOTORS RECOGNISED AS AN APPRENTICE EMPLOYER OF THE YEAR

Bentley Motors's successful Apprenticeship programme has been recognised at the National Apprentice Employer of the Year Awards for 2009. The Company, participating in the large business category, was highly commended for its commitment to developing its workforce through apprenticeships.

At a special ceremony held at Old Billingsgate in London, Julia Gill, Attraction and Development Manager for Trainees at Bentley Motors was presented with the commendation. Despite being the Company's first appearance at the finals after winning the North West Regional Finals in May, the Bentley scheme was recognised as being one of the very best in the Country and in the top 3 in its category. Over 100,000 companies nationwide now participate in the National Apprenticeship Scheme.

In recognising Bentley, the Learning and Skills Council commended the breadth of the Company's scheme; rather than just manufacturing, the Bentley apprenticeship scheme includes all areas of the business, such as logistics, engineering and sales and marketing. One of the most attractive aspects for the apprentices is the opportunity to spend a period of time living and working abroad within the Volkswagen Group, part of an exchange programme which sees Bentley host foreign apprentices wishing to gain some experience working in the luxury car sector at the Crewe plant.

Bentley Motors employs 51 apprentices who follow a three to four year training programme across a number of disciplines. The apprenticeship programme is run in conjunction with the training provider Total People Ltd. In addition, apprentices undertake day release to

a local college to complete the necessary academic qualifications and develop the required underpinning knowledge. The Bentley scheme is renowned for producing high calibre apprentices. Chris Coates, a former Bentley apprentice was recently selected for the UK Team to compete in the World Skills competition which takes place in Canada later this year. Bentley Motors is currently in the process of finalising its apprentice in-take in September 2009, a sign of its continued commitment to the apprenticeship programme.

This latest award comes at a significant time for the Company. 2009 is the 90th anniversary of Bentley and the anniversary is being marked with the launch of an all-new grand Bentley next month. Designed, engineered and built in the company's historic Crewe plant, it is exciting projects such as this which enables Bentley to attract young talent and provide high-skill career paths for its apprentices.

Christine Gaskell, Member of the Board for Personnel and Apprenticeship Ambassador explained, "We are exceptionally proud of this award. Being recognised at not only a regional, but a national level, is a great testament to everyone involved in the scheme. Recruiting apprentices enables Bentley Motors to meet our skills needs in critical areas. It allows us to select the right person and develop them in a way that meets the needs of both the company and the apprentice.

The automotive industry is a great place to work and, as this award demonstrates, it is a sector which all ambitious young people should consider if they want a challenging but rewarding career."



A selection from the Bentley Collection



BENTLEY

THE BENTLEY COLLECTION

The perfect gift for others or for oneself - the Bentley Collection.

Here is a selection of unique items that reflect Bentley's flair for design and attention to detail. Many of these luxury products are hand-made in England and we apply the same criteria to them that we apply to our cars - design input from Bentley's own Studio, precious materials of the finest quality and rigorous quality control.

Each beautifully packaged item within the Bentley Collection gives you the opportunity to enter the world of Bentley Motors and to celebrate in the prestige of the brand.

Bentley have also formed a number of exclusive partnerships which have resulted in a number of limited edition pieces.

Please note that these are not available to purchase through the Bentley Collection online store, but are available through specialist outlets.



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