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## Welcome to Bentley Manchester

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.

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

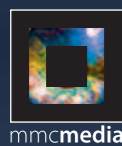
exciting model line-up in its long and colourful history, with the imminent arrival of the all new Continental GT alongside the already successful Supersports Coupe, Supersports Convertible and the grand touring Mulsanne.

Our business here at Bentley Manchester also has much to celebrate. As well as maintaining our position in the top ten of

Bentley dealership 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 fourth time in five 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.

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.

Jon Crossley  
Managing Director



Published by:  
Market Media Consultancy, Starline House, 30 Mowbray Drive, Blackpool, Lancs FY3 7UR Tel: 01253 319882/3 Fax: 01253 319884

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## Dealership Of The Year Award

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-  Home Automation
-  Landscape Architecture
-  Carpets & Floor Coverings



Home Cinema designed and shown in store at UBER

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

it 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.

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 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 fourth time".

Jon added: "The pressure now moves up a notch - we have one of the best facilities in the country and we will now work hard 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 can now accurately visualise their new model at point of sale, making the new showroom ideal for the Bentley ownership experience.

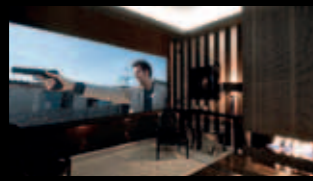
Bentley Manchester invested a large sum in its exclusive Knutsford showroom, making

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## Coutts & Co

**Coutts opened its Manchester office in November 1993, followed ten years later by the arrival of Coutts' Liverpool office in November 2003. Together the two offices have 15 Private Bankers who provide a personal and local service to our clients across the North West.**

To achieve the elusive quality of timelessness, a brand needs to be absolutely true to itself, while moving relentlessly forward so that it remains relevant to each new generation of clients. At least, that would be the Coutts formula for success.

Throughout the bank's 300 year history, its fundamental values have never shifted. From the time John Campbell started his business as a goldsmith banker at the sign of the Three Crowns in the Strand, a tradition of personal service based upon trust, understanding and expertise has been continuously maintained - and appreciated by successive generations of clients.

Meanwhile, of course, the business itself has grown and evolved almost beyond recognition. But to this day, what sets Coutts apart is the ability to provide clients with a truly individual wealth management service, reflecting an exceptional understanding of the worlds they move in, both personally and professionally.

At Coutts, the criteria for new clients to open an account is around £1m in investable assets, but this is very much a guideline as Coutts will always look at working with successful people, perhaps those in the earlier stages of their career, still in the process of accumulating their wealth.

The number of clients that Coutts private bankers look after is kept deliberately low in order to ensure that we are delivering on our aim to provide true personal service.

Coutts has always attracted an extraordinary variety of fascinating and often distinguished people, with whom it has nurtured long and satisfying relationships. In times gone by, these have included Charles Dickens, Sir Joshua Reynolds and Charles Darwin.

But today the clients looked after by Coutts private bankers are no less inspirational and diverse, ranging from industry leaders to some of the best-known names in the worlds of sport and entertainment.

The North West is home to approximately 30,000 high net worth individuals and managing the wealth of such a broad range of clients requires a high level of expertise.

Whether you are an entrepreneur selling a business, an executive with substantial share options, a professional with little time to spare, a divorcee or someone who has inherited or won the lottery, the dilemma remains the same: Where are your assets best placed through this difficult economic climate? How, in this period of low interest rates, do you invest your wealth in order to provide you with the things you want or will need in the future?

A private banker's first step is to win the client's trust, understand their goals, and gain a real understanding of the world in which their client lives.

They must be consummate listeners, and will analyse the facts and discuss possible solutions.

They will look at a client's time horizon and attitude to risk and then, with the support of a team of experts across a wide variety of fields, they can deliver the most appropriate investment wealth protection and estate management services as well as banking.

Coutts investment philosophy is based on understanding our clients' financial objectives in order to design an investment strategy to meet their wealth goals. We give them access to world-class investment managers, including specialist hedge fund managers, and provide expertise through our discretionary and advisory services.

Underpinning our investment approach are the tactical adjustments we make to the asset allocation which aim to improve the performance of our clients' portfolios.

We can also provide a range of structured investment products, including capital protected deposits and liquidity management. Coutts is a dynamic and modern private bank which maintains its tradition of offering a very personal wealth management service to a range of diverse and fascinating clients.



If you are interested in becoming a client, please contact **Dylan Williams** at: [dylan.williams@coutts.com](mailto:dylan.williams@coutts.com) or call: **0161 930 8040**



## **BENTLEY'S SUPERSPORTS CONVERTIBLE MAKES RAPID DEBUT AT GOODWOOD FESTIVAL OF SPEED**

Bentley's Continental Supersports Convertible, the world's fastest production drophead, made its official public driving debut at the 2010 Goodwood Festival of Speed. With several searing runs up the famous hill, it forcibly underlined its supercar performance credentials.

Throughout the weekend the Supersports

Convertible, which is capable of a potential top speed of 202mph and a 0-60mph sprint time of 3.9 seconds, was piloted by the racing legend and honorary 'Bentley Boy' Derek Bell who used his expert knowledge of the climb to set a series of typically rapid ascents and give the Goodwood spectators plenty to talk about.

The Supersports Convertible was joined in

the supercar paddock by its equally powerful and capable coupe stablemate – the 621bhp Bentley Continental Supersports which returned to Goodwood after making its own debut in 2009.

Whilst Bentley's flying Supersports models powered up the hill there was also the opportunity to catch a glimpse of Crewe's new luxury flagship, the Mulsanne, at this year's Festival of Speed.

Over 170 hours – almost half the entire build process – goes into handcrafting the Mulsanne's luxurious interior which combines the traditional wood veneers and leather hides

Bentley is renowned for with the latest in-car technology and the world's most powerful in-car amplifier (offering 2200 Watts) produced in partnership with Naim Audio.

Both Continental Supersports models are now on sale with first deliveries of the convertible due later this summer. The new Mulsanne, which is about to enter full production at the company's Crewe headquarters, has received an extremely positive reaction and Bentley has already received significant expressions of interest that will account for production through 2011. The first deliveries of Mulsanne will arrive this coming Autumn.

Owning a vintage Bentley is a  
pleasure to be cherished...



ST. JAMES'S PLACE  
WEALTH MANAGEMENT

...but who will enjoy your vintage car  
when you no longer can?

Owning and driving a vintage Bentley is a pleasure to be cherished. Wouldn't it be nice to know that the next generation can continue to enjoy your vintage car for many years to come. If you have not established a plan, then ultimately your vintage car may need to be sold to meet any future Inheritance Tax liability you may have.

Many vintage car enthusiasts will have many years of happy motoring ahead of them, so what are your options? Kevin White is a highly experienced Partner of the St. James's Place Partnership which is the sole advisory channel for St. James's Place Wealth Management. Kevin regularly advises discerning clients to help them mitigate the affects that Inheritance Tax may have on their estates, including vintage cars.

Kevin offers discerning clients a bespoke wealth management service to help them preserve and enhance their wealth by providing specialist advice in a wide range of areas including:

- Investment Management • Retirement Planning
- Inheritance Tax Mitigation • Trust and Estate Planning

The St. James's Place Wealth Management Group guarantees the advice given by its representatives when recommending any of the products and services provided by companies in the group.

To arrange an initial confidential financial review or to discuss any immediate financial concerns you may have including protecting your vintage Bentley for the future, please contact:

### KEVIN WHITE

Partner of the St. James's Place Partnership  
Tel Office : 0161 980 6060  
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## CONTINENTAL GTC

Since its debut in 2006, the Continental GTC has combined all the poise, exhilarating performance and dynamic handling synonymous with every Bentley in the Continental range, with the thrill of open-top motoring. In common with its stablemates, the

Continental GTC provides unrivalled standards of craftsmanship, utilising natural wood veneers and premium quality leather hides, which are on full display when the elegant, electro-hydraulically operated soft-top roof is lowered.



## CONTINENTAL SUPERSPORTS CONVERTIBLE

The new Continental Supersports Convertible is a car that must be driven to be fully understood. Behind the wheel it is immediately clear that a Supersports Bentley is a 'fusion of extremes' – the ultimate in extreme performance, every day practicality and unrivalled hand-crafted luxury.

"The 'extreme' Bentley stable now has a new occupant in the form of the Supersports Convertible," said Dr. Ulrich Eichhorn, Member of the Board, Engineering. "It is a car every bit as purposeful and potent as the Coupé but with the panache of roof-down motoring."

# THE MERE UNVEILS ITS FABULOUS FIVE STAR HEALTH CLUB AND SPA



Situated in the club's listed stables building, the health club and spa combines a stunning, contemporary interior with all the historical charm and period features of the existing building.

The owner and CEO of The Mere, Mark Boler, comments: "The Mere has been a leading leisure venue in Cheshire for more than 75 years and we have invested heavily to ensure that we have the finest facilities in the North West of England."

Co-owner, Gary Corbett, added: "I am delighted that phase one of our £15 million re-development is now complete and am

confident that The Mere now provides the ultimate in luxurious but affordable health, well-being and day spa experiences in the region."

The Mere Golf Resort and Spa in Knutsford, Cheshire, has opened the doors to its stunning new £5.5 million five star health club and spa.

Setting a new benchmark in leisure, The Mere's health club and spa is the finest in the North West.

With a well established reputation for quality and exclusivity, the health club and spa is one of only a handful of spas in the north of England to offer the popular 'Fishy Feet' foot treatment and bespoke skin consultations from luxury beauty brands Carita and Aromatherapy Associates.

The impressive facilities also boast a 20 metre swimming pool, larger than those traditionally offered by health clubs and spas, as well as a hydrotherapy vitality pool and thermal zone, complete with hammam, caldarium, aroma steam room, salt infusion and experience showers.

It is also the only health club and spa in the area to boast a Rasul room, an ancient Arabic cleansing bathing ritual that uses mineral-rich mud, heat and steam and can be used by couples or alone.

No expense has been spared on this simply outstanding development which features seven luxury treatment rooms, a state-of-the-art fitness centre and spa lounge serving a range of healthy dishes using fresh, local produce from across Cheshire.

Part of an ongoing £15 million redevelopment, the health club and spa at The Mere is setting new standards for quality and luxury across the North West. For more information, please call The Mere Golf Resort and Spa on:

01565 830155  
or  
visit [www.the-mere.co.uk](http://www.the-mere.co.uk)

The Mere is exclusively offering readers of Bentley Magazine the opportunity to experience the new Health Club and Spa for free. Simply purchase a treatment at the spa and quote "BENTLEY" when making the booking, and you will be entitled to a complimentary daily guest pass, worth £35.

The daily guest pass is available from 9am to 5pm and includes:

- Access to the gym
- Use of the swimming pool and vitality pool, and thermal area (Sauna and Steam Room, Caldarium, Salt Room, Hamam Room and Relaxation Terrace)
- Complimentary towel, robe, slippers and toiletries

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THE MERE

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## POWER ON ICE

Harnessing the power of 560 horses on a surface of pure ice. It may seem like a contradiction in terms, but in actual fact these two elements form the basis of a truly unique driving experience. The British luxury car manufacturer Bentley offered its customers and any other interested parties the trip of a lifetime in the far north of Europe.

After receiving a briefing from accomplished instructors the drivers took to the road across a frozen lake in the centre of Finland. Temperatures as low as -30 degrees are no rarity in the region, yet they also help ensure that the ice presents a perfect surface on which to drive. The motoring conditions at this location a mere 60 km from the Arctic Circle are no less unique than the programme itself. >>





Bentley used the skills of the team around Finnish rally star Juha Kankkunen. Kankkunen has notched up countless wins in his rally-driving career, among them four world titles. In March 2007 he also set a new world speed record for driving on ice - using a Bentley Continental GT on a frozen bay off the coast of

Finland. In his native Finland Kankkunen enjoys a status akin to that of a national hero and there can be few others who can claim better knowledge of the demands placed on ice-road drivers at this site.

Quite apart from the thrilling hours spent at the

wheel of a Bentley guests received first-class service in specially designed accommodation. In the small town on Ruka, approx. 800 km north of Helsinki, Bentley created its own private holiday village consisting of a small boutique hotel and a number of exclusive chalets. Guests enjoyed all modern conveniences, with staff on

hand around the clock. Food was prepared by renowned Finnish chef Jarmi Pitkänen. The programme also featured guided snowmobile trips and a dog-sledding excursion, with guests free to try their hand at driving a team themselves.



## MANCHESTER GOES BIG TIME AS EMIRATES BRINGS IN THE A380 FOR WORLD FIRST

### Manchester, 1st September, 2010

– More than 10,000 spectators descended on Manchester Airport today, as Emirates introduced a new era in air travel from the North West with the launch of A380 “superjumbo” services between the city and Dubai.

The flights are the first time the world’s biggest airliner has operated a scheduled service to and from a regional airport.

The Emirates A380 touched down at Manchester at 12.25pm today with a packed load of passengers on board.

It departed a few hours later with another packed load, breaking a Manchester Airport record with the largest number of passengers ever to depart on a scheduled flight from the airport.

From today, the A380 will operate one of Emirates’ two daily flights from Manchester to Dubai, where passengers from the North West can connect to services to points across the globe including popular destinations like Australia, South Africa, India, Thailand and China. Maurice Flanagan, Executive Vice

Chairman Emirates Airline & Group, who was born in the North West and arrived at Manchester on today’s A380 flight said:

“This is a historic moment for Emirates as we bring our 21st century superjumbo to the North West twenty years after our first flight from the region. Our Manchester service has been an incredible success story, and we’re delighted to be opening the next chapter today.”

## EMIRATES LOUNGES IN LUXURY AT MANCHESTER AIRPORT

Emirates, the Dubai-based international airline, has officially opened Manchester Airport’s most luxurious lounge for its premium passengers and frequent flyers.

The Emirates Lounge is located in the departures area of the airport’s Terminal 1, and is open to Business Class passengers and Gold Skywards members travelling on one of its two non-stop daily flights from Manchester to Dubai and beyond.

The 9,429 square foot lounge first opened to passengers on 1st October, and has already received rave reviews from the region’s premium travellers.

The lounge was officially opened by Mohammed Mattar, Emirates’ Divisional Senior Vice President Airport Services, who said: “We’ve invested over £1.5 million in this lounge – no less than our premium passengers from the North West deserve. We hope that they’ll take

advantage of the superb facilities here before their next flight with Emirates.

“Manchester is a very significant part of our network and over almost 20 years, has been a resounding success with nearly 4 million people taking advantage of our services to Dubai and beyond.”

Andrew Cornish, Managing Director of Manchester Airport who was present at today’s event, said: “Emirates is very important to the future development of Manchester so I’m delighted to be here as the lounge opens. One of the reasons behind our redesign of Terminal 1 at Manchester was to make it more focussed for our business audience and to create the type of airport environment suitable for our airlines to operate their business from for many years to come.

It’s significant that we’ve seen the addition of the lounge here as part of the Emirates growing network

of lounges and I know passengers travelling through will be looking forward to seeing the lounge for the first time.”

The Emirates Lounge has floor-to-ceiling windows, offering passengers spectacular views across the airport’s runways. Passengers using it can enjoy an extensive menu of complimentary hot and cold gourmet dishes, accompanied by a full bar service, including champagne, as well as Emirates’ trademark attentive service from its dedicated lounge staff.

The lounge also features a business centre, with computer workstations and laptop workstations each with complimentary broadband and wireless LAN access.

It has seating for 147 passengers, with a large number of leather armchairs available and a plasma screen showing the latest news and lifestyle programmes from a selection of global channels. Full shower facilities are also provided.

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# DUBAI



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## discover dubai

Only 30 years ago Dubai was just a small seaport. Today, after billions of dollars of investment that has witnessed an extraordinary tale of boom to bust, Dubai boasts a rich blend of beach, desert and city life.

Less than seven hours away, Dubai has elevated itself to sit alongside some of the most cosmopolitan capital cities in the world whilst enjoying year round sunshine.

A must for sports fanatics, Dubai is host to several prestigious sporting events, including the Dubai World Cup; horse racing's biggest prize, sailing regattas and the Dubai Rugby Sevens. Added to this are thrill seeking activities including dune driving, dune boarding, water sports and even skiing (indoors of course!).

City life is plentiful featuring some of the world's biggest claims; the world's largest shopping malls, the world's tallest building 'The Burj Khalifa' and the world's six tallest hotels; not forgetting the less celebrated claim of the world's only air-conditioned bus stops! There is an array of hotels ideally located to make the most of the city's famous sights, including The Palace - The Old Town, managed by The Address Hotels + Resorts.

For those who prefer a more relaxed break to enjoy the hot climate and white sandy beaches then the peace and tranquillity found at the distinguished One&Only The Palm and One&Only Royal Mirage are perfect retreats. Life in the desert, just a twenty minute drive from the city, is where vast expanses of sand stretch as far as the eye can see. These mesmerising sand dunes can be explored with an adrenaline pumped four-wheel drive or a slightly more sedate camel ride. Some, however, prefer to laze by their own private pool in the luxury of the Al Maha Desert Resort, a stunning boutique hotel and celebrity hot-spot whose activities include falconry.

There are a host of luxury properties in Dubai of which the experienced staff at Prestbury Worldwide Resorts have first-hand knowledge. Part of the award-winning Prestbury Travel Group, Prestbury Worldwide Resorts is an independent, family owned, tour operator in Cheshire who have created tailor-made luxury holidays for over 25 years. Destinations from their portfolio include the Caribbean, Indian Ocean, The Middle East, South Africa and Portugal.

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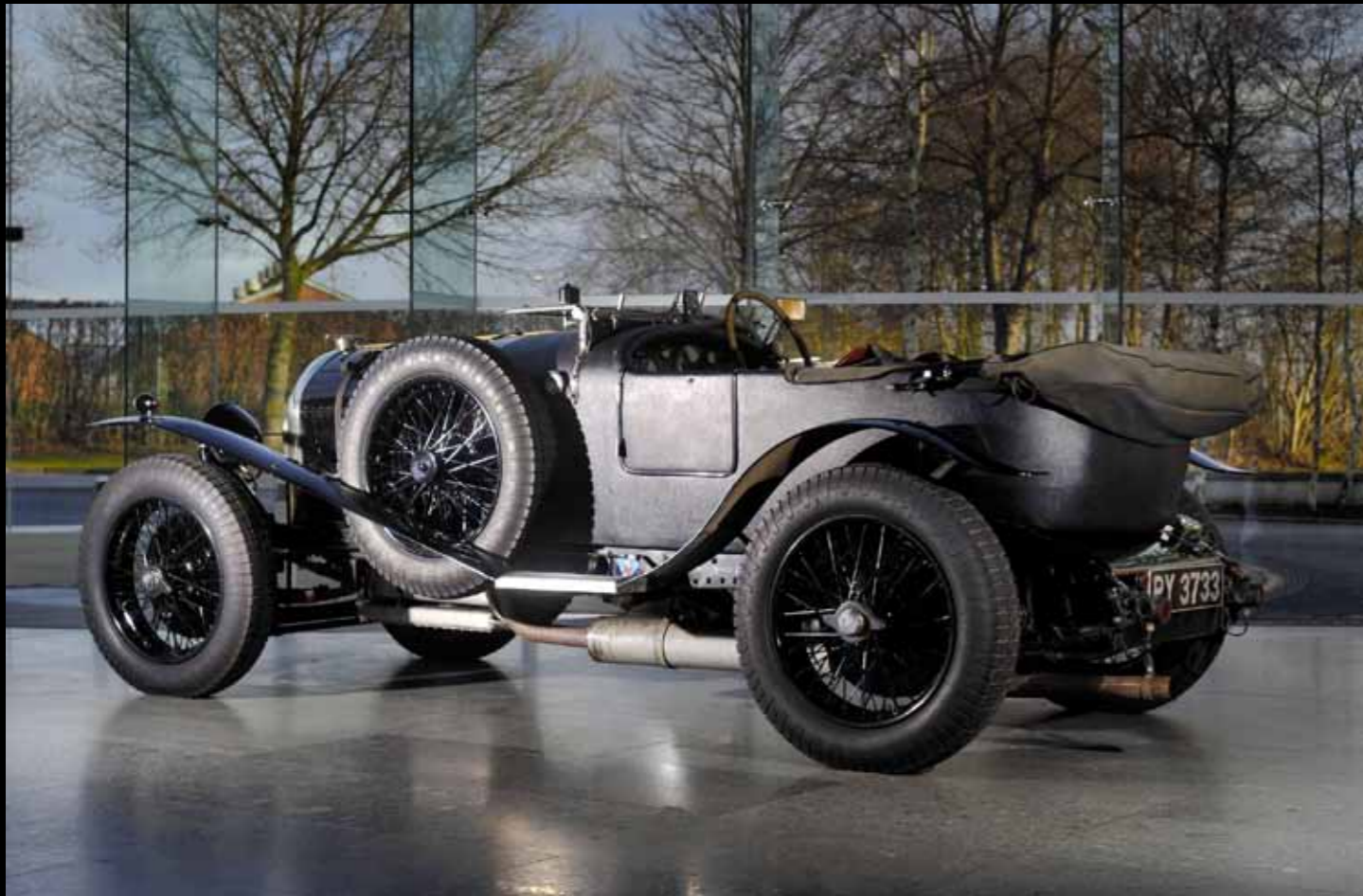
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Opened in December 2010, The Home Quarter is an exceptional interior and lifestyle shopping experience located within one exciting 45,000 sq ft complex, in the North's newest retail destination, Liverpool ONE and it is a home interiors heaven!

Sister company to Redbrick in Leeds which, over the past 10 years has gained its reputation as the North's leading interior and lifestyle complex and features

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The Home Quarter is the perfect day-trip for discerning shoppers seeking the

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With five inspiring floors of exceptional furniture, upholstery, accessories, there really is a style and design to suit every taste, personality and of course, home, in a location that is both enjoyable and memorable.

If you are passionate about design and style you will love The Home Quarter.

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1  
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# R O S S O

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Panache Interiors; Rachel re-located her practise to Wirral to expand the business, offering her clients a more comprehensive design service.

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For further information contact:

**Rachel Aziel Hunt M.Inst.S.M.M.  
R.A.F.A. Dip  
Panache Interiors,  
Crowthorns,  
School Lane,  
Childer Thornton,  
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BENTLEY

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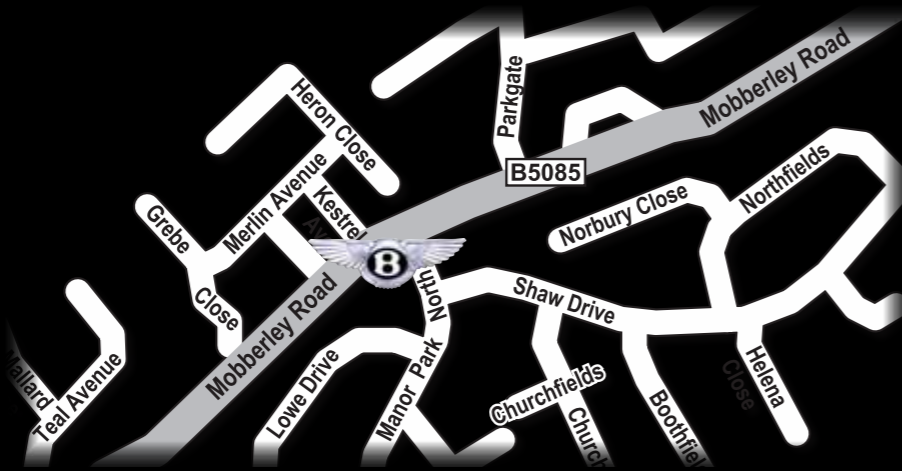






BENTLEY

## How to find us - Bentley Manchester



## Opening Hours

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

Sales		Aftersales and Service	
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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
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# ELLE DESIGNS

With a wealth of experience in the design industry, Toni and her team offer a comprehensive interior design service for the high-end residential projects and commercial commissions, whatever the style. Experience and passion is visible in every project undertaken. From a bespoke piece of furniture to complete interior design and project management service, Elle Design offers a professional, passionate and impeccable approach to expertly capturing your vision.



## Inspiration

Different cultures and obviously travel which I always find exciting and inspiring inspire me! I adore the sea and always discover something new and fascinating in all I see and connect with. Style and taste is not something just for the 'fattest wallet' but for those willing to have faith in their own intuition. I may see or have in mind a piece that inspires a scheme and often this can be something quite unexpected such as maybe a beautiful glass handle, an art piece, or a much loved piece of furniture a client has asked us to work around. Inspiration can come from many different sources and quite often every day life.

## Our style

It really depends on the project and the initial brief given by the client, we tailor our work to suit the brief but inevitably we have our own style, which I would say is classic contemporary, but we work on many different projects ranging from country piles, regency town houses and luxury super homes and these different projects all call for individual approaches and the end result a home that is luxurious but comfortable and timeless.

## Budget

We can work within any given budget, depending on the clients needs and expectations. Each new project is looked at and costed depending on the brief given. When working with developers we obviously tailor our schemes to meet the more commercial market and likewise for the high end residential schemes which require quality pieces but budget is key in any project undertaken.

## What makes us different

As a designer I have always worked with my instinct, my strengths are the overall finished projects which are considered from the initial floor/lighting plans to installation and I am involved in every last detail. We leave a home for our clients which is not only luxurious but I hope comfortable and exceeds their expectations, a space that has a positive influence on ones mood and is i hope relaxing. I like to design the space so as there is always something within the room which is a little unexpected?



*Toni Bond*  
Toni Bond Elle Design

## Top 5 Tips

Glossy magazines are a great start and inspiration can always be taken from a particular room or object you love. Keep photographs of anything you may have seen and this will help when decorating or planning a space in your home and help the designer understand what you expect from the space or particular room. Think through how you wish to use each room whether for eating reading, talking or sleeping for a harmonious overall finish. Oversized pieces even in a small space can make a room appear larger, 'over-scaling' has been a trick used by designers for centuries this is something that would probably not seem obvious but I often use a piece of furniture as a statement in a small room which may seem insignificant. Beware of trends and break the rules this give any space an unexpected element which can create interest.

Consider the potential of the room and importantly the 'bones of the space ie; the finishes for the walls and floors initially, this will dictate the overall feel of the space. I would advise a palette of neutrals for anyone not confident with colour and then using colour to punctuate. For instance taupes love silver/ grey/ white with an accent of green or purple, using this colour on cushions or maybe one chair gives just the added element to any room that may be needed. Planning is key to any great design and I believe lighting can make or break an overall project. We plan our lighting along with the furniture layouts, this enables us to pick up any areas where we feel additional lighting may be needed. Use bolder fabrics in rooms where you spend relatively little time such as cloakrooms/wc's and dining rooms where you want to create drama and a visual impact.



BENTLEY

MANAGEMENT TEAM



Jon Crossley  
Managing Director



Emily Hall  
Dealership Accountant



Marcus Snee  
New Car Sales Manager



Nigel McKay  
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Peter Kelsall  
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Jan Casey  
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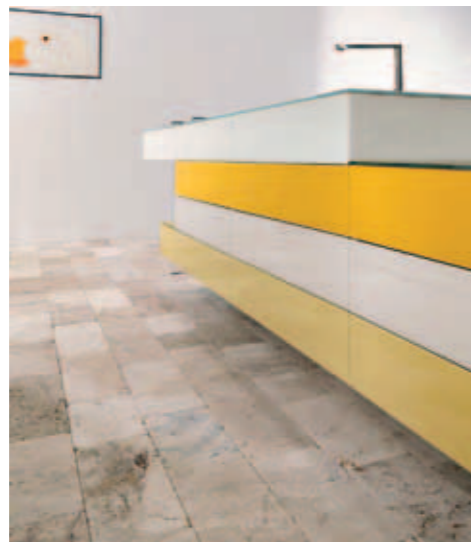
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## BENTLEY SUPERSPORTS SHATTERS WORLD SPEED RECORD ON SHEET ICE

Rally champion, Juha Kankkunen achieves 205.48 mph (330.695 km/h) in extreme Bentley convertible

Finland's four-time world rally champion Juha Kankkunen drove a Bentley Continental Supersports convertible on the hazardous frozen waters of the Baltic Sea, off the coast of Finland, at a breathtaking 205.48 mph (330.695 km/h) to set a new world speed record on ice.



dangerous crosswinds on the 16.5km track on a 70cm-thick layer of sea ice. The record attempt was driven on a 1000m long measured distance with the speed certified by officials from the Finland Traffic Police. His new world record was based on the average of two runs in opposite directions with

Kankkunen was in irresistible form with his all-wheel drive, 6-litre, 12-cylinder Continental Supersports convertible which, in line with the Company's CO2 strategy, ran on biofuel. The world's fastest soft top enabled Juha to shatter his own 2007 world ice speed record of 199.83 mph (321.6 km/h) set in the Continental GT at the same location.

measured speeds ratified by a representative of The Guinness Book of Records.

"The last time, I narrowly missed the magical 200 mph mark in a Continental GT. When I heard about the Supersports I was determined to go record breaking again with the Bentley Boys. This time, with over 600bhp under the bonnet, a Quickshift transmission and the security of the all-wheel drive system, the Supersports convertible was the perfect car to go for the record." Kankkunen said. "200mph came up after 5km on sheet ice."

With the help of his own experienced team and Bentley engineers, Kankkunen overcame the challenges of temperatures as low as minus 30 degrees, sudden snow blizzards and potentially

>>

# GAIL MARSDEN

INTERIOR DESIGN



Gail Marsden Interior Design, founded in 1990, is a Cheshire based Design Consultancy born out of a passion for Design.

Formerly retail editor for Vogue and House & Garden, Gail creates refined, chic spaces. As Interior Spatial Planners and Designers we "Fine Tune" the layouts to suit our client's Lifestyle. Our experience also allows us to anticipate the styles and finishes needed to create a seamless flow through a building, enhanced and brought alive by Lighting and Decoration.

Our Company has vast experience to take on a full range of projects from planning to completion:  
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Over a number of years we have built up a nucleus of bespoke specialists and suppliers, all with a proven track record of working to the highest standards and who understand the Designer's objectives to deliver the quality synonymous with prestigious, individual residences.

We approach all our assignments in a different way, and our clients are assured a careful focus and great attention to detail from start to finish.

This way, we never become stale, which allows our rooms to evolve and continue looking good for many years to come.

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Then it was just a question of getting everything right in the timing zone and hoping the snow kept away. There's nothing to beat driving a Bentley at these speeds; the conditions may be perilous but the car responds so well to the slightest adjustment which gives you the confidence to push even harder."

As with the previous record-breaking drive in the Continental GT the Anglo-Finnish team used a car with minimum modification. A fully-welded, heavy-duty safety roll-cage, along with Pirelli winter tyres (Pirelli SottoZero II 275/40R20) and a rear bumper-mounted parachute provided reassurance in case of an emergency. Front and rear spoilers provided optimum high speed stability on the treacherous surface.

To highlight Bentley's environmental commitment to sustainable fuel sources, Kankkunen's

Supersports Convertible was fuelled with E85 bioethanol rather than petrol (gasoline). All models in the Continental range are capable of running on petrol (gasoline), E85 bioethanol or any combination of the two.

Wolfgang Dürheimer, Bentley's new Chairman and Chief Executive, said "The ice speed record is an amazing feat by Juha Kankkunen, whose skill and courage in extreme conditions truly make him one of the modern-day Bentley Boys. We will be celebrating this achievement with a very special 'extreme' Bentley, which will be the most powerful model ever to bear the famed Winged B emblem."

A limited edition of just 100 examples of this most extreme Bentley will be made and the car will make its global debut at the Geneva Motor Show on 1st March.



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## THE NEW BENTLEY CONTINENTAL GT

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## THE NEW BENTLEY CONTINENTAL GT

For Crewe's design and engineering teams, the new Continental GT coupe is an opportunity to set a bold and exciting direction for one of Bentley's most revered names - the Continental. The seminal and highly successful Continental GT introduced in 2003 represented the first step in Bentley's renaissance and defined a whole new market segment. It was a luxury GT offering excellent usability that remained true to the Bentley grand touring spirit.

Now the new Continental GT 4-seat coupe builds on the success of its iconic predecessor, capturing that GT spirit but with even higher standards of design, engineering, luxury, craftsmanship, dynamic performance, everyday practicality and refinement.



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## THE NEW BENTLEY CONTINENTAL GT

A beautifully sculptured new body gives the GT coupe an even crisper, more defined appearance. The contemporary interior offers new levels of cabin design, comfort and hand-crafted luxury. The seats, for example, provide even greater support and rear leg-room; a sweeping dashboard even more style and modernity. The new touchscreen infotainment system features state-of-the-art navigation, Google Maps and entertainment while the latest Balanced Mode Radiator speaker technology and Dirac Dimensions™ digital sound processing deliver enhanced audio quality.

Bentley's acclaimed 6-litre, 12-cylinder, twin-turbocharged powertrain now has a raised power output of 575PS (567bhp/423kW) and 700Nm (516lb ft) of torque and this is mated to a new Quickshift transmission which enables double downshifts. Thanks to advanced FlexFuel technology it can also run on both standard unleaded petrol (gasoline) and sustainable bioethanol (up to E85) or any mix of the two.

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## THE NEW BENTLEY CONTINENTAL GT

In late 2011 an all-new, high-output 8-cylinder engine will also be available to order. This advanced power unit will deliver a 40 percent reduction in emissions compared with the W12 engine and will offer a class-leading CO2 emissions-to-power ratio with Bentley levels of performance and refinement.

Both engines are coupled to an all-wheel drive system with a sporty 40:60 rear-torque bias (compared with the 50:50 bias of the original Continental GT), minimising understeer during hard cornering and allowing the experienced driver to control the car's line and balance via precise throttle control.

"The new Continental GT is an automotive work of art, with superb craftsmanship and elegant, contemporary design. It drives like a supercar, but without the usual sacrifices in ride or practicality. It is a car that you can enjoy every moment of every day."

*Dr Franz-Josef Paefgen, Chairman and Chief Executive*

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## Continental GTC

With a top speed of 195mph (312km/h), a sophisticated all-wheel drive system, state-of-the-art 12-cylinder engine, advanced air suspension and ultra-stiff body structure, the Continental GTC displays all the poise, exhilarating performance and dynamic handling of the Continental GT. In common

with its stable mates, the interior of the new Continental GTC provides an unrivalled standard of craftsmanship, utilising natural wood veneers and leather hides of the finest quality, which are on full display when you lower the elegant, electro-hydraulically operated soft-top roof.



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To meet these sectors' evolving needs and requirements, Eurocopter is constantly applying the company's innovation to develop new products and further enhance its aircraft in terms of comfort, flexibility and style, as well making them even more environmentally friendly.

This includes the 2007 launch of the EC135 by Hermès, a concept that brings high-end design and elegance to Eurocopter's popular twin-engine EC135; and Stylnce, a combination of style and silence that provides fully-equipped, highly functional in-flight offices for business executives and companies, and which has been applied since 2003 to the EC120, EC130, EC145 helicopters as well the AS350/AS355 Ecureuil family.

Eurocopter is committed to bringing ground-breaking and creative products to the market. Eurocopter's newest concept is the EC145 "Mercedes Benz Style", our third major initiative of this type in seven years, further strengthening our offer to corporate and VIP customers worldwide.

Eurocopter also is maintaining its focus on enhancing the eco-friendliness of its helicopters, which is supported by significant investments in improving rotary-wing aircraft performance and specific fuel consumption, as well as lowering emissions and reducing noise levels. Today, Eurocopter is at the forefront of these areas with its internally-funded research and development efforts, along with the company's participation in international programs to provide innovative "green" rotary-wing solutions.

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Through its fully-owned subsidiary, Eurocopter UK Ltd., headquartered in Oxford and with additional bases in Dublin (Ireland), Belfast (Northern Ireland), Hawarden (Wales) and Aberdeen (Scotland), Eurocopter has a strong industrial footprint in the UK and enjoys a reputation for innovation, high quality and a strong customer service ethos. Having achieved in an exemplary performance in the customization, distribution and support of Eurocopter products for civil and public service customers during the past 30 years, Eurocopter UK also provides state-of-the-art services to the oil & gas industry and the UK armed forces. The Ministry of Defence utilizes 100 Eurocopter helicopters for transport, training and special forces missions, and has recently awarded the Puma Upgrade Programme to Eurocopter UK Ltd. With over 450 helicopters in service in the British Isles, Eurocopter is the leading supplier of helicopters to the United Kingdom.





## Mulsanne

“The new Mulsanne is a thoroughly modern flagship that captures the essence of the Bentley marque. It is elegant yet distinctly sporting in character, delivering effortless performance while within its sumptuous cabin, advanced technology sits discreetly with handcrafted luxury.” Bentley Motors Chairman

and Chief Executive, Dr. Franz-Josef Paefgen  
While paying homage to past Bentley greats, the brief for the new Mulsanne’s design and engineering teams was to create a Bentley that represents the pinnacle of British luxury motoring.



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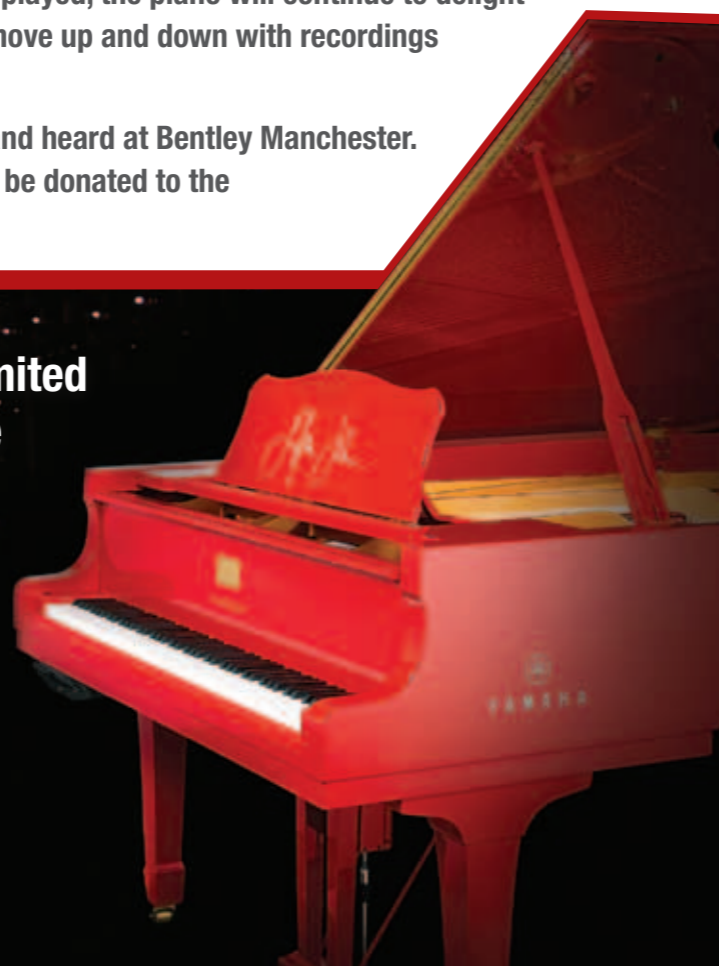
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For more information on the Elton John Limited Edition Signature Series Red Piano and the Mark IV Disklavier range, please contact Darren Allardyce at Dawsons Music Manchester on:

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### BENTLEY BEGINS GREAT AMERICAN JOURNEY

Six State 8,000 mile Heritage Roadshow begins  
1,000 rare Bentley and Rolls-Royce parts arrive from UK

An Anglo-American team from Bentley Motors has just kick-started a US road trip with a difference. On this occasion, the famous British luxury carmaker won't be crossing the continent with one of their renowned Grand Touring cars but will instead be accompanied by over 1,000 Heritage Parts and Accessories that have been specially shipped into the US from the company's manufacturing headquarters in the UK.

The Bentley Heritage Roadshow, which has just completed its first leg in Beverly Hills, is designed to ensure that US enthusiasts of both Bentley and Crewe-built Rolls-Royce cars (1955-2002) can buy a range of specialist, 'hard-to-find' parts as well as useful accessories direct from the British company.

And just in case the right part or accessory has not made the transatlantic journey, Bentley's crew of factory-trained technicians and experts will be on hand to arrange delivery at a later date or to offer advice.

"We have a unique but also very enjoyable challenge at Bentley," explains Steve O'Hara, Director for After-Sales, Bentley Motors Limited, Crewe. "Nearly 80 per cent of all the Bentleys ever built are still in existence. They have been cherished by generations of owners and are often considered a part of the family. In many cases these classic cars are still being driven and enjoyed, rather than living in museums, and our task is to continue to provide these passionate owners and drivers with the service and parts they need."

The decision to launch the Heritage Roadshow was inspired by the incredibly positive reaction from American owners when Bentley briefly opened the doors of its vast parts and accessories facility in Crewe last year. Mr. O'Hara adds:

"We received a flood of e-mail and telephone enquiries last year as well as several visitors from the United States, who flew in just to attend the Parts Warehouse open day. We felt it was important

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to respond to this enthusiasm and come to the United States. The challenge of spending nearly two months on the road and visiting places as diverse and distant as Maryland and Florida has been made easier by our American colleagues and the support of our Bentley dealers who are hosting the roadshow.”

The 1,000-strong consignment of parts and accessories includes everything from true heavyweight items like complete V8 engine blocks right through to pristine owner manuals (printed to US specifications) which are offered in original, branded wrapping. All the parts on the Heritage Roadshow are supported by a three-year manufacturer guarantee if fitted by an approved Bentley dealership.

Having enjoyed a strong start in Beverly Hills, the Heritage Roadshow will be visiting the following cities and Bentley Dealers.

#### Roadshow Schedule

- Opening event – Bentley Beverly Hills, California
- 18 September – Bentley Pasadena, California
- 23 September – Bentley Parsippany, New Jersey
- 25 September – Bentley Bethesda, Maryland
- 2 October – Bentley High Point, North Carolina
- 13 October – Bentley Dallas, Texas
- 16 October – Bentley Houston, Texas
- 21 October – Bentley Palm Beach, Florida
- 23 October – Bentley Miami, Florida

For more information on attending the Bentley Heritage Roadshow, please contact (866) 560-8654 or visit [www.BentleyMotors.com](http://www.BentleyMotors.com)



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## Bentley Manchester Golf Day at Mere



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.



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## BENTLEY MULSANNE – THE ART OF COLOUR

Exact standards of craftsmanship and technology are employed by Bentley's body assembly team to create the new Mulsanne's distinctive, hand-crafted 'hewn from solid' appearance. But this is just a precursor to the painstaking attention to detail afforded to Bentley's new 4-door flagship in the paint facility at the company's headquarters in Crewe, England.

The new Mulsanne will be offered in no fewer than 115 'standard colours' and that is just the start of the story – because, like every grand Bentley – the only real limit on the colour of the car is the customer's imagination.

Once the bare metal, pre-production Mulsanne bodyshell arrives at the paint shop via the automated overhead gantry, it passes through a series of full-immersion tanks, designed first to de-grease, then in turn to clean, condition, rinse, phosphate and passivate the steel and aluminium structure.

At each tank the shell is immersed before being tipped fore and aft to ensure that every single crevice is reached. Once drained, the bodyshell is lowered into an electro-coating tank, where power is increased to 320 volts, attracting particles-in-solution which deposit on the charged, metal bodywork to form, in conjunction with the phosphate, a hard protective shell of corrosion-proof zinc primer.

From this point, the judgement and skill of Bentley's craftsmen come to the fore. A two-coat primer is applied by hand, ready for the colour-of-choice to be applied. Each primed body is minutely inspected, sanded – or flatted – using a combination of hand and power tools. Only when the primer coat is flawless will the colour basecoat be applied, again by hand, to achieve the optimum finish. Clear lacquer coats are then applied robotically followed by final polishing for a perfectionist finish and detailed inspection in the specialist bays created for the Mulsanne. >>



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But if the lacquer can be applied by robotics, why not the colour? Dave Walton of the Mulsanne bespoke paint shop explains:

"Different colours have markedly different characteristics and your perception of a colour's shade changes according to how deep the coat is. Then there's the fact that no two expert sprayers would apply that colour basecoat in exactly the same way. You learn to trust each craftsman's eyes and skills, not just the process.

"It takes many months of in-depth training for a quality control inspector to learn how to identify defects that an owner might never notice, yet each one will be rectified, even if this means sending it around the entire process again. We always operate way above customer expectations of quality."

With the introduction of new satin paint finishes and two-tone colour schemes to Bentley's

extensive portfolio, Walton says the skills of the team are always evolving. Satin in particular can't be locally reworked and polished, so even the most miniscule imperfection means the entire panel is refinished.

However, Bentley's craftsmen are eagerly awaiting the moment the Mulsanne goes into full production according to Walton:

"We've been asked to match a paint finish to a cherished nail polish, a 50-year old classic Bentley and on one occasion a shade of turquoise on a food mixer for our Arnage, Brooklands and Azure customers. But even with over a hundred 'standard colours' to choose from we're still looking forward to that first commission to create a bespoke colour from scratch and execute it perfectly."





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## AN UNBROKEN LINE

World of the Bentley Designer uncovered at new exhibition

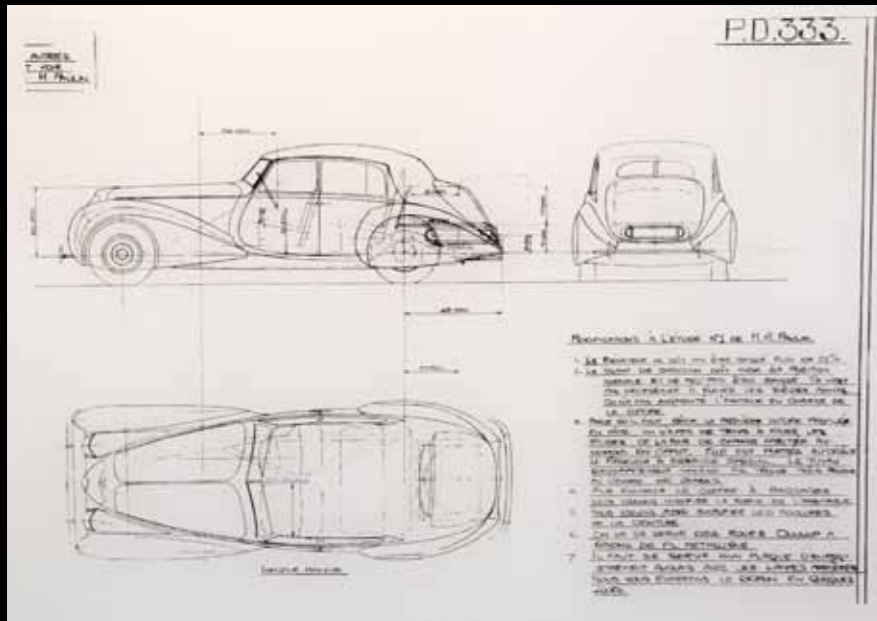
Bentley's Design team are offering a rare opportunity to take a glimpse inside the usually secret and closed world of their studios and follow the development of a Bentley from the first sketch right through to the moment it sweeps through the factory gates.

The 'An Unbroken Line' exhibition – just unveiled at Bentley's Crewe headquarters – follows the compelling story of creativity and exacting technical precision behind the creation of the latest Bentleys including the Continental GT and Mulsanne.

Many of the very first drawings for the new Continental GT, including concepts consigned to the studio archives, are being shown publicly for the first time. The designers offer a step-by-step guide as to how the interior and exterior styles

take shape both through computer virtualization and sophisticated full-scale clay models. They also provide an insight into how they employ state-of-the-art manufacturing techniques such as aluminium superforming, adapted from the aerospace industry, to shape the metal into the complex but clean lines that define the new Continental GT.

As well as capturing how the modern Bentley designer combines inspiration with technology – the exhibition also captures key moments of the company's lineage and the unbroken line of signature characteristics that define a Bentley to this day. Whether it is the particular shape and positioning of the headlights, the use of inverted needles on the dashboard or the pronounced 'powerlines' that sweep down the flanks of the car – the language of design comes to life. >>



Dirk van Braeckel, Bentley's Director of Design and Styling, explains:

"What I particularly like about the exhibition is the sheer number and variety of interesting objects we've been able to bring together for the very first time, it is quite a collection. It is also fascinating to see just how talented the early Bentley designers really were - the beauty of their concept sketches and sheer precision of their technical drawings still inspires my own team to this day."

Whilst designing the next new Bentley is serious work and a sizeable investment – the exhibition also highlights the lighter side of factory life with some design folklore. The slightly strange world of 'Teddy Bear Ears,' the 'Bentley Bat Cave' and 'Dame Ednas' are explained and there is the opportunity to see how the designers have turned their hand to creating beautiful and bespoke accessories with other luxury partners like Breitling and Tibaldi.

Right at the heart of the exhibition – illustrating the art of designers both past and present – are some of the finest examples of the cars that have made Bentley famous for over 90 years.

The new Continental GT and Mulsanne line-up alongside some classic and rare Bentley's including Woolf Barnato's exquisite 1930 'Blue Train' Speed Six Coupe which has been especially shipped in from America by a friend of the company. The car is renowned for its sleek and revolutionary Gurney Nutting coachwork and is also famous for winning one of the most intriguing wagers in motoring history when Barnato, a Le Mans-winning driver, drove all the way back to London from the south of France before his friend reached Calais on 'Le Train Bleu.'

'An Unbroken Line' will be based at Bentley's Headquarters in Crewe throughout 2011.



## AWARD WINNING DUO AT BENTLEY MANCHESTER



Bentley Manchester has cause to boast, as their dealership has housed an award winning apprentice for the last three years.

Graduate of the Bentley apprenticeship programme, Matthew Thompson, won the Apprentice of the Year award in both 2008 and 2009 before relinquishing his reign to Bentley Manchester's newest apprentice, Jack Warden, this year.

Twenty-three old Matthew from Knutsford has now advanced to the position of training technician, a role that will see him continue his training to become a fully qualified technician. School leaver Jack, 17 will hope to follow in Matthew's footsteps by completing the three-year apprentice at the dealership on Mobberley Road.

Responsible for the development of apprentices is Bentley Manchester's aftersales manager, Kevin Mountford, who said: "Finding local talent and developing it is very important, it allows us to offer our customers the best possible service.

"Jack will hope to follow in the successful footsteps of Matthew, I'm sure he will do very well having already won the Apprentice of the Year award in his first year as an apprentice and he is only 17!

"Matthew will of course be able to pass on his expertise to Jack, while working toward being fully qualified technician."

Bentley Manchester's new training technician, Matthew, said: "After three years of hard work it's great to be a training technician, doing what I love to do. I hope to become a Bentley master technician."

Apprentice, Jack, said: "I was thrilled to win the Apprentice of the year award especially as Matthew had won it two years in a row!"

Jon Crossley, managing director at Bentley Manchester concluded: "Both Matthew and Jack have worked incredibly hard and are invaluable to our dealership. I am very confident Bentley Manchester will have even more awards in the near future."

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# The GIBBON BRIDGE



**"The difference between running a Bentley and a hotel are not that great! Both are well oiled machines that take a great deal of organisation, care and tweaking to ensure good service; and Janet is a master of both. She is the driving force behind Gibbon Bridge and she was certainly a force to be reckoned with on her recent Bentley Drivers Club Tour to Australia."**

Janet Simpson has two major passions in life; one being The Gibbon Bridge Hotel, which she established with her mother nearly 30 years ago, and the other is cars and in particular her 1939 Derby Bentley. Janet's enthusiasm for cars started as a young girl on the farm when she first drove a tractor. Since then she has owned a number of vintage cars.

The car, and Janet, returned this year from an incredible 6,000 km Australian road trip; the Over the Top tour organised by the Bentley Drivers Club. It included enthusiasts from all over the world; Ireland, Switzerland, China to name a few. Janet was persuaded to take her beloved car on the tour by her friend Ken Lea, ex Chairman of Rolls Royce.

Ken was an added bonus on the trip coming to various members aid with spare parts and his expertise. However, the only first aid required on the 4.25 litre Bentley throughout the 23 day drive through Western Australia was a puncture repair. Her navigator for the whole of the trip was Sue Vidler – an Australian "mucker" of Janet's. Her experience and knowledge of the habitat and wildlife was invaluable and probably saved them from hitting the odd stray emu or kangaroo.

"The car is a shining example of a Derby, she has been meticulously maintained and she was a dream, absolutely amazing" said Janet. Not having air conditioning, like most of the other modern Bentleys, Janet's main problem was trying to keep her feet cool which was impossible because of the heat from the engine.

There were 44 other Bentley enthusiasts on the trip from Perth to Darwin, which went via the coast road, close to the Indian Ocean. They stopped at places such as Paraburdoo, Port Hedland, Broome, Halls Creek, and Kakadu. They stayed in five star tents and hotels and then spent the days driving hundreds of miles on never-ending stretches of road in the dust and heat, and in Janet's case, fresh air as she had the roof down all the way. Rest

days enabled the participants to ride camels, go on boat trips and take in the wild beauty of the Australian outback. Hazards such as kangaroos and huge long road trains, which can be up to 54 metres long, were part of the daily challenges encountered along the way. The logistics of fuel stops had to be carefully organised. The Derby was doing an average of 18/19 mpg whereas some of the other cars were only managing 9.

At 80 Mile Beach Janet donned her chef's hat and took over the Barbie. Running her own hotel she is used to being in the kitchen. She cooks breakfast for her guests most days, and is never far away from the action, ensuring that they maintain their four stars and their most recent Award Lancashire Hotel of the Year 2010-11.

Janet has fond associations with Australia. One of her reasons for wanting to do the trip was to trace the flight path her mother took in a small light aircraft over two decades ago. Another was the friendships she has forged with the many Australian visitors who visit, and return, to Gibbon Bridge year after year. In particular her dear friend Jim Ross, who wrote for the Western Australian Newspaper and was the first Aussie to visit, and returned again and again.

After 23 days, 3680 miles, 193 gallons of fuel and 11 litres of oil the tour drew to a close in Darwin with a black tie gala dinner in the open air. Janet was stunned to be awarded the Lady's Award for the tour – a \$5,000 dollar pearl necklace with Michael Hood's, the Tour Director, words ringing in her ears "Janet was a bloody trouper! Cooking up a storm in a remote roadhouse inundated with aggressive and hungry Bentley drivers, driving her own car for the whole event – never complaining or moaning, just having a good time and enjoying herself. It was wonderful to see and we love her dearly!"







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## A Warm Welcome Awaits at the Gibbon Bridge Hotel

An atmosphere of elegance with velvet-green valleys and commanding gritstone fells bisecting remarkable sweeps of heather-strewn moorland, the spectacular Ribble Valley is Lancashire's hidden gem. Even Her Majesty the Queen, in her biography by Sarah Bradford, announced that she would like to retire to this region of rural England.

Situated in The Forest of Bowland, near Chipping, a designated Area of Outstanding Natural Beauty, is The Gibbon Bridge Hotel. More a home than hotel, this jewel in Lancashire's crown exudes sophistication through a classic mix of the old and new.

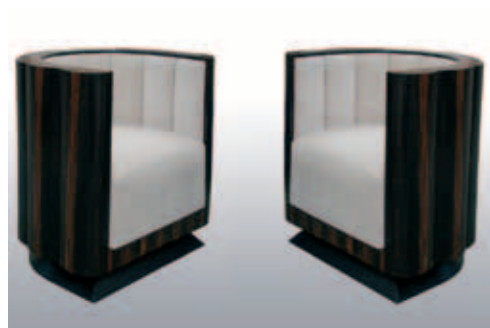
The hotel's story is one of passion and pleasure. Once the family farm, the proprietor, Janet Simpson, and her late mother Margaret, transformed it into a luxurious four-star hotel. Sumptuous dining, beautifully decorated interiors and award-winning manicured gardens help create a truly unique atmosphere. And Janet, as the owner of a 1939 Bentley Derby certainly knows style.

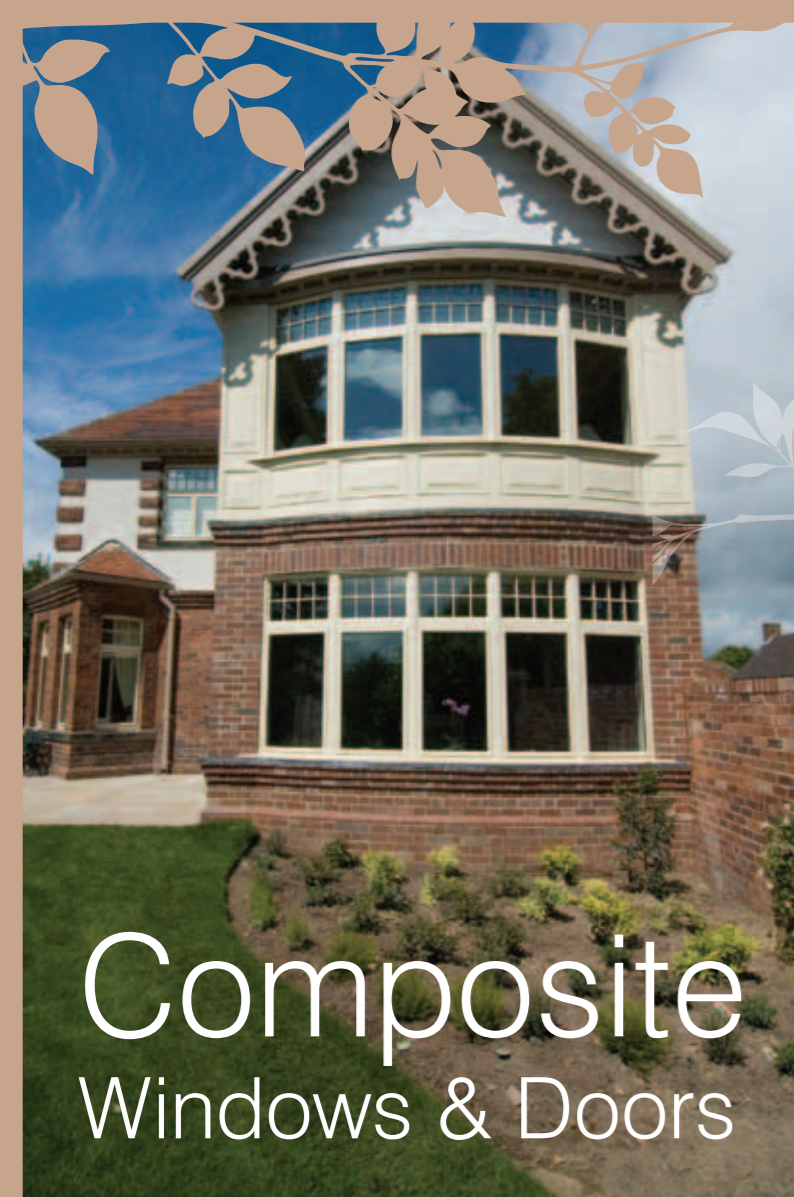


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The orangery is truly something special and lies at the heart of the hotel. Boasting an impressive, modern look accentuated with black and white flocked wallpaper, glassworks from South Africa, mood lighting and a grand piano, this is the place to impress or be impressed, be it for a special occasion or simply dinner. Janet's love for eating outdoors has also led to the installation of many pergolas where guests can dine al fresco; one being particularly large, seating up to 22. On top of the exquisite dining, the hotel's vegetable, fruit and herb garden brings fresh and seasonal fare to its already impeccable dishes.

The Gibbon Bridge was also the first hotel in Lancashire to hold civil marriages, and its ornate bandstand has become a popular place for civil ceremonies backed by its beautiful gardens.

"The Gibbon Bridge is my passion" says Janet, "and it has been since I started: working here is my pleasure."

**01995 61456**

The Gibbon Bridge Hotel, Chipping,  
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## BOND GIVES BENTLEY CARTE BLANCHE

Bond is back, and as ever he is sporting the best in luxury cars. In the pages of *Carte Blanche*, the new James Bond book by international best-selling author Jeffery Deaver, the fictional British spy has continued with his classic preference of luxury sports car by selecting the breathtaking new Bentley Continental GT as his transport of choice.

*Carte Blanche* is due to be published by Hodder and Stoughton in the UK on May 26, a few days before the anniversary of Fleming's birthday. It has been commissioned by Ian Fleming Publications Ltd.

The book is partly set in Dubai, which is where the author and the new Bond car have been spotted, outside the InterContinental Hotel in

Dubai Festival City. Bond's new Continental GT certainly suits his character, with a fabled 6.0-litre, W12, twin-turbo engine capable of producing 567 bhp and 516 lb-ft of torque.

While James Bond's new car may be better suited for a secret agent in understated tones, the author of the book admired a less inconspicuous model. Set in stunning white with a blood-red interior, the new Continental GT mixes svelte good looks with power, poise and exceptional prowess. The hand-stitched leather interior contains all the high-tech gadgetry Bond could ever need. And with the famed sound dampening that only lets through the captivating sound of the wonderful engine, the cabin provides a true Quantum of Solace for Fleming's jet-setting gentleman spy. >>

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Jeffery Deaver sampled the stunning vehicle on his recent visit to the Emirates, where he commented, "I'm really excited about being back in Dubai. It is an inspirational and awe-inspiring city and makes a perfect Bond location—especially for a novel that pushes our hero to new extremes."

Regarding the book's title, which was revealed in January, Deaver added: "In the world of espionage, giving an agent carte blanche on a mission comes with an enormous amount of trust and constantly tests both personal and professional judgement. Part of the nonstop suspense in the novel is the looming question of what is acceptable in matters of national and international security. Are there lines that even James Bond should not cross?"

The James Bond of Ian Fleming's original novels also opted for a Bentley. The world's most

famous spy would choose nothing less than the scintillating performance and second-to-none quality of the classic luxury car.

Jeffery Deaver has written 28 novels and sold more than 20m books worldwide. He is best known for his Kathryn Dance and Lincoln Rhyme books, most notably *The Bone Collector*, which was adapted for film in 1999, starring Denzel Washington and Angelina Jolie. Before becoming a full-time author, Deaver was a journalist, like Fleming, and attorney. He started writing suspense novels on the long commute to and from his office on Wall Street. His books are now translated into 25 languages and he lives in North Carolina.



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# BUILDING ON MICHELIN SUCCESS

The Freemasons at Wiswell is planning to build on recent national recognition with a string of new developments for the coming year. Photography: LottieDesigns.com

**C**hef-patron Steven Smith and his team at the popular Freemasons at

Wiswell recently received the coveted Bib Gourmand in the 2011 Michelin Guide to Great Britain and Ireland, awarded to establishments serving 'good food at moderate prices'. The Freemasons was one of only 26 new entrants.

The guide, which allocated the Freemasons the highest category of comfort, states: "Delightful pub, hidden away on a narrow lane. Flagged floors, low beams and open fires downstairs, elegant,

antique-furnished dining rooms upstairs. Interesting menu, features modern versions of traditional pub dishes. Skilful cooking with clear

flavours. Charming service." This award came hot on the heels of the Freemasons' 15th place in the Old Speckled Hen



Tandoori roast monkfish, pigs trotters, nuggets and scratching, sweet potato, apple and cumin

top 50 gastropubs in the UK. And, aiming to climb even further up the culinary ladder, the Freemasons has recently installed a bespoke new all-electric kitchen, designed by Steven to allow new techniques to be developed, while further improving consistency of results and presentation.

Steven said: "The fact that we have been awarded the Bib Gourmand while operating in the old pub kitchen, and only 18 months after opening, is a real credit to everyone here. This is my first solo venture and I am really proud of the progress we have made in such a short space of time. Now we have the facilities to enable us to reach the next level and that is our aim for the coming year."

Steven used the two weeks



Goosnargh duck, leg meat wontons, turnips and mead



Roast loin of cod, Jerusalem artichoke and hazelnuts, olive oil poached squid, chorizo and vert jus

## GOURMAND MENU

**Velouté**  
Leek, potato and smoked haddock fish fingers

**Foie Gras**  
Poached and roast "rhubarb and custard"

**Goosnargh Duck**  
Roast breast, leg meat wontons, turnips and mead, swede gratin

**Blood Orange Meringue pie**  
Bitter chocolate sorbet, candied walnut

**£40.00 per person**  
Served throughout February and March

closure during the kitchen fitting and other improvements to squeeze in a whirlwind fact-finding mission visiting New York's finest restaurants. While in the States he devised a brand new nature-to-plate seasonal menu, featuring two starters, two mains and two desserts, which will be served at lunch and dinner. This will change monthly and features new dishes such as foie gras with rhubarb and custard. The full a la carte menu will also be served at lunch and dinner, while Sunday will see an all-day Sunday lunch plus seasonal specials.

"The new menu structure is all about focusing on what we do best – using the best ingredients to create dishes packed with taste and visual appeal, having found that more and more customers are coming to us for the full dining experience at lunch and dinner," added Steven.

And the Freemasons customers now have the chance to try and replicate the dishes from the kitchen with the opening of the School of Cuisine. Events will be held on the first Monday of each month (except Bank Holidays), with places limited to just eight in order to ensure personal attention. The first School of Cuisine session was on 7 February, featuring a

Love of Food theme in time for Valentine's Day. On 7 March the focus is on soufflés and 4 April sees a master class in the use of eggs in the run up to Easter.

The sessions are priced at £100 per person, with a special Valentines package of £180 per couple. Further details can be found on [www.freemasonswiswell.co.uk](http://www.freemasonswiswell.co.uk).

Steven said: "This is another exciting development and again has been made possible through the new kitchen. The emphasis will be on modern cuisine but we will cater for anyone, from absolute beginners to the enthusiastic amateur. Everyone will have the chance to taste their own food during lunch but I will always be on hand in case there are any complete disasters!"

The Freemasons  
8 Vicarage Fold  
Wiswell, Nr Clitheroe BB7 9DF  
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[www.freemasonswiswell.co.uk](http://www.freemasonswiswell.co.uk)



## NEW DESTINATIONS FOR 2012 BENTLEY CONTINENTAL FLYING SPUR

The Continental Flying Spur and its sporting stablemate the 200mph (322km/h) Flying Spur Speed are the most successful four-door Grand Tourers in Bentley's history and among the best-selling ultra-luxury saloons in the world. Since its launch, the Flying Spur has achieved extraordinary sales success across the globe in traditional markets like the USA, the Middle East and UK as well as emerging luxury markets such as China and Russia.

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MODEL WEARS 18 CT WHITE GOLD DIAMOND SET SNOWFLAKE PENDANT BY PHILLIP STONER



## NEW DESTINATIONS FOR 2012 BENTLEY CONTINENTAL FLYING SPUR

The Flying Spur has attracted a new generation of luxury car buyers to the Bentley marque and has played a pivotal role in the company's revitalisation. The Flying Spur's blend of craftsmanship, dynamic performance, style and practicality appeals in equal measure to those who demand an exciting driving experience and those seeking refinement and comfort.

Now the luxurious style of the Flying Spur is even more compelling with the introduction of a range of dramatic Series 51 designs, first seen on the Continental GT and GTC. Customers of both the Flying Spur and Flying Spur Speed models may now select from a range of 14 Series 51 designs, recommended by Bentley's colour and trim experts. In addition, all Continental Flying Spur and Supersports models are now specified as standard with a state-of-the-art, 30GB touchscreen infotainment system, seamlessly integrated into their handcrafted cabins.

### **Continental Flying Spur Series 51**

Series 51 represents Bentley design at its most vibrant. It allows customers of both Continental Flying Spur and Flying Spur Speed to order 'off the peg' from an innovative and exclusive range of recommended combinations created by Bentley's colour and trim designers at the company's headquarters in Crewe, England, as Dirk van Braeckel, Bentley's director of design comments:

"The Series 51 design concept is inspired by the spirit of the inaugural Bentley styling department in Crewe established by the gifted John Blatchley, who shaped the original and iconic 1950s Bentley Continentals. Today, it provides for a virtually bespoke ordering service due to the thousands of configurations available through Bentley's expansive colour and trim catalogue."

>>

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Photography by Phil Garlington



## NEW DESTINATIONS FOR 2012 BENTLEY CONTINENTAL FLYING SPUR

First offered on the Continental GT and GTC in 2009, Bentley's colour and trim team has now created no fewer than 14 unique Series 51 designs for the Continental Flying Spur and Flying Spur Speed, enabling customers to tailor their cars to their individual tastes as Melinda June-Jenkins, manager of colour and trim, explains:

"Each Series 51 Flying Spur is instantly recognisable – most notably in the cabin area – where the colour and trim team has created a wide selection of three-tone interiors demonstrating the full potential of the company's vast colour palette."

For Series 51 designs, the Bentley styling team operates on a 'rule of three' principle to create complex but harmonising colour schemes of depth and beauty, inspired by a customer's simple choice of three contrasting colours. With luxurious wood veneers and leather hides as the main canvas, the colour and trim

specialists begin with a main interior colour (typically a darker shade) and then select a second insert colour to provide an eye-catching contrast. A critical skill is identifying the third 'accent' colour for the stitching and piping.

The selection of wood veneers or aluminium panels for the dashboard either complements the overall look or provides even greater contrast if the customer so desires.

Bentley has reserved the limited-edition Sapelli Pomelle veneer (which provides a rare, naturally occurring quilted effect in the wood) for the Series 51 Flying Spur and a range of further options, including Bentley's leather trimmed child seat and scatter cushions for the rear seats, may also be specified to further complement the exclusive design.

Whilst the 14 options for the Series 51 Flying Spur provide customers with the >>



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## NEW DESTINATIONS FOR 2012 BENTLEY CONTINENTAL FLYING SPUR

opportunity to select some of Bentley's most eye-catching design work, the colour and trim team is also more than happy to create even more bespoke designs, knowing they have only shown a fraction of the possibilities, as Melinda-June Jenkins explains:

"One of the most exciting aspects of the Series 51 designs is the feedback from Bentley customers and their desire to explore further what we can offer. Series 51 provides just a starting point and now we are creating designs which make an even stronger and more personal statement."

### Striking range of Series 51 duo-tone paint options

The same imaginative use of colour is extended to the coachwork of all Series 51 Continental Flying Spurs. A range of striking John Blatchley-inspired duo-tone paint

options, with one accent colour sweeping from the bonnet, over the roof and onto the bootlid, may be specified.

The paint range encompasses cool and crisp hues through to rich and fiery shades and everything in between with the Bentley colour and trim team recommending one of the three selected interior colours to complement and highlight the relationship between inside and out.

Bentley has also created a unique Series 51 graphite-finished nine-spoke, 19-inch sports alloy wheel, while twin Series 51 wing badges, positioned behind the front wheel arches, complete the bespoke look.

As a further sporting touch, all the latest Continental Flying Spurs, including Series 51 models, may now be specified with distinctive blue brake callipers and front wing vents >>



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**NEW DESTINATIONS FOR 2012  
 BENTLEY CONTINENTAL FLYING SPUR**

styled by Bentley's head of exterior design, Raul Pires. These sleek vents, positioned to the rear of the front wheel arches, are set into a uniquely tooled wing panel and feature a black or chrome mesh finish.

**Advanced and intuitive touchscreen infotainment technology**

All 2012 model year Bentley Continental Flying Spur and Supersports coupe and convertible models are now equipped with a new, highly-advanced touchscreen infotainment system that provides rich map imagery and a 30GB on-board hard drive.

An 8-inch screen displays the car's audio system, telephone, ride and comfort settings as well as the very latest navigation system, which uses both an in-car hard-disc drive and a DVD player to access route data. It also utilises dynamic navigation to avoid heavy traffic spots, locates destinations using geo-

tagged photos from an SD memory card and is Google Maps-compatible for most markets. The infotainment system, with 7-digit postcode entry, combines touchscreen controls and classic Bentley knurled rotary switches to offer instant usability and crystal-clear feedback. The graphic interface of the screen was specified by Bentley's interior design team to ensure its visuals are wholly in keeping with the classic, handcrafted interior. The 'knurled' switches on the screen for example, are 'virtual' echoes of the knurled texture of the jewel-like rotary switches below.

The latest Continental Flying Spur and Supersports models also benefit from telephone and music player connectivity, digital television (where available) and DVD movie playback. Music can be played and controlled directly from an iPod as well as from a six-disc CD changer, SD card reader or directly from the car's hard-disc drive, which can store up to 15GB of music. >>



## NEW DESTINATIONS FOR 2012

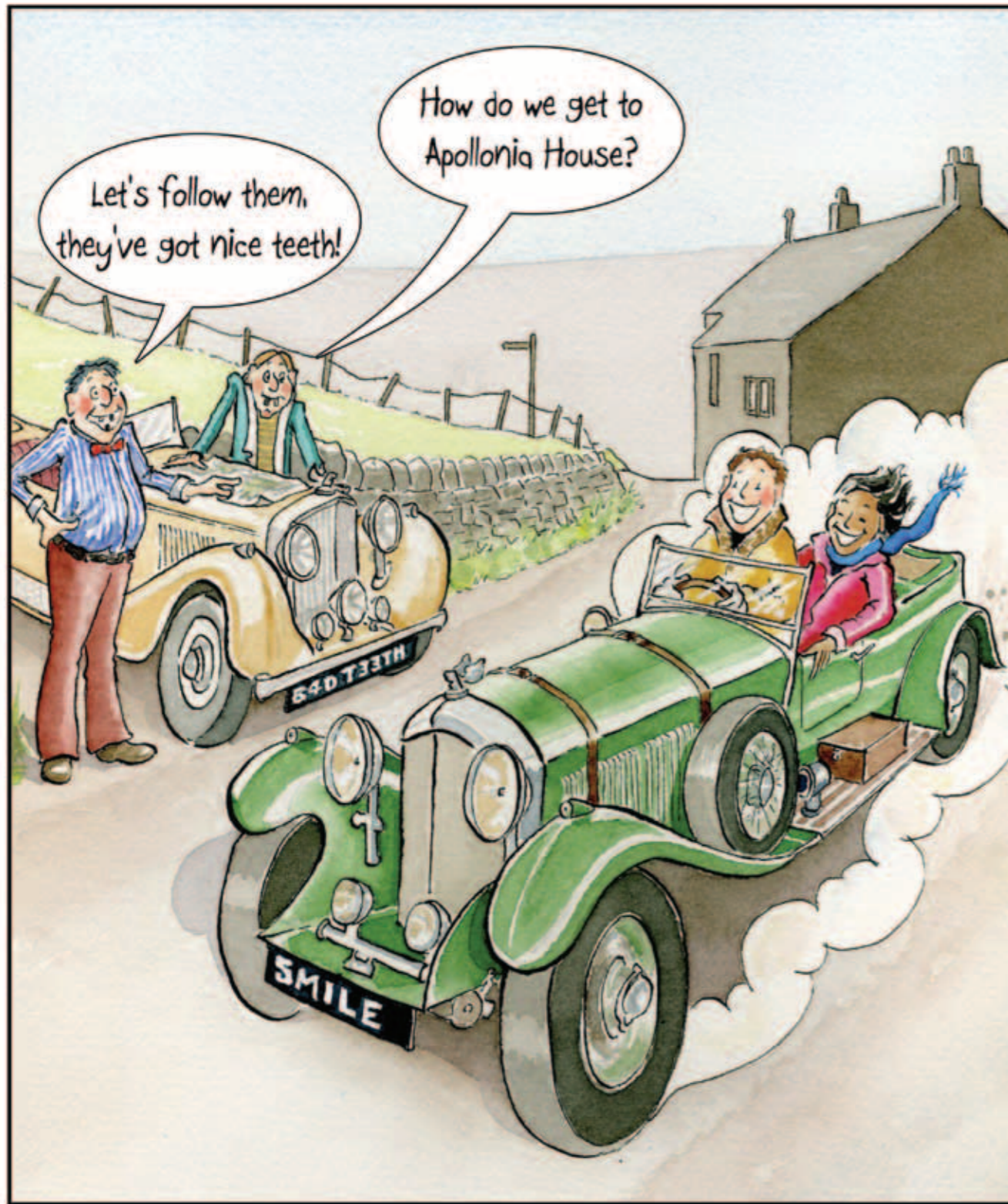
The new infotainment system is complemented by a new driver information panel (DIP) located in the main instrument cluster. The new wide-screen DIP employs TFT technology and enhanced graphics provide the driver with clear and easily accessible information about a wide range of car systems. These include the setting of head lamp 'coming home' controls, door locking and mirror functions while

providing significantly improved control of such features as phone pairing and bluetooth media connectivity.

The new 2012 model year Continental Flying Spur, Flying Spur Speed and their Series 51 design options, together with the 2012 Supersports coupe and convertible models go on sale from March 2011.



**BENTLEY**



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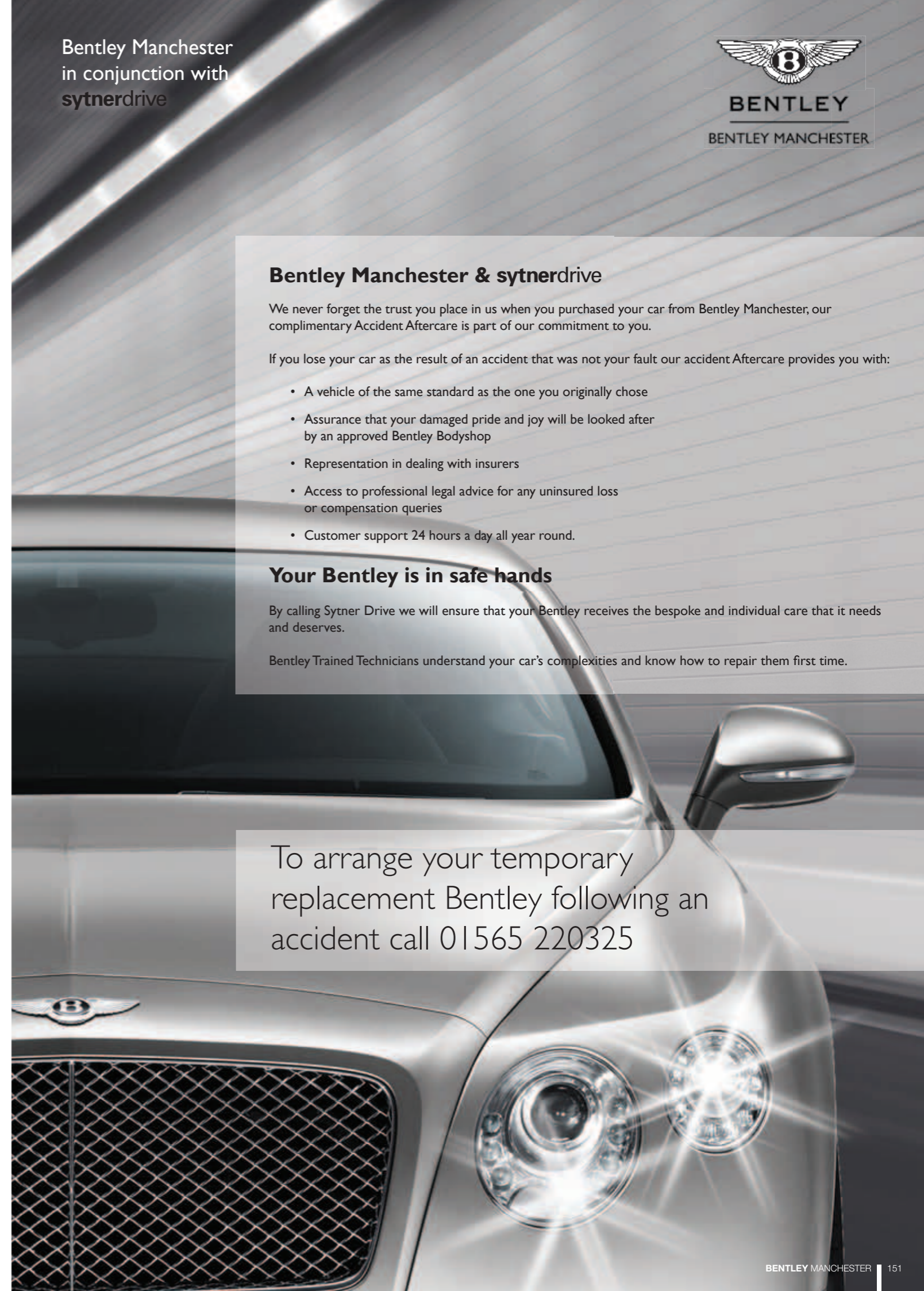
- A vehicle of the same standard as the one you originally chose
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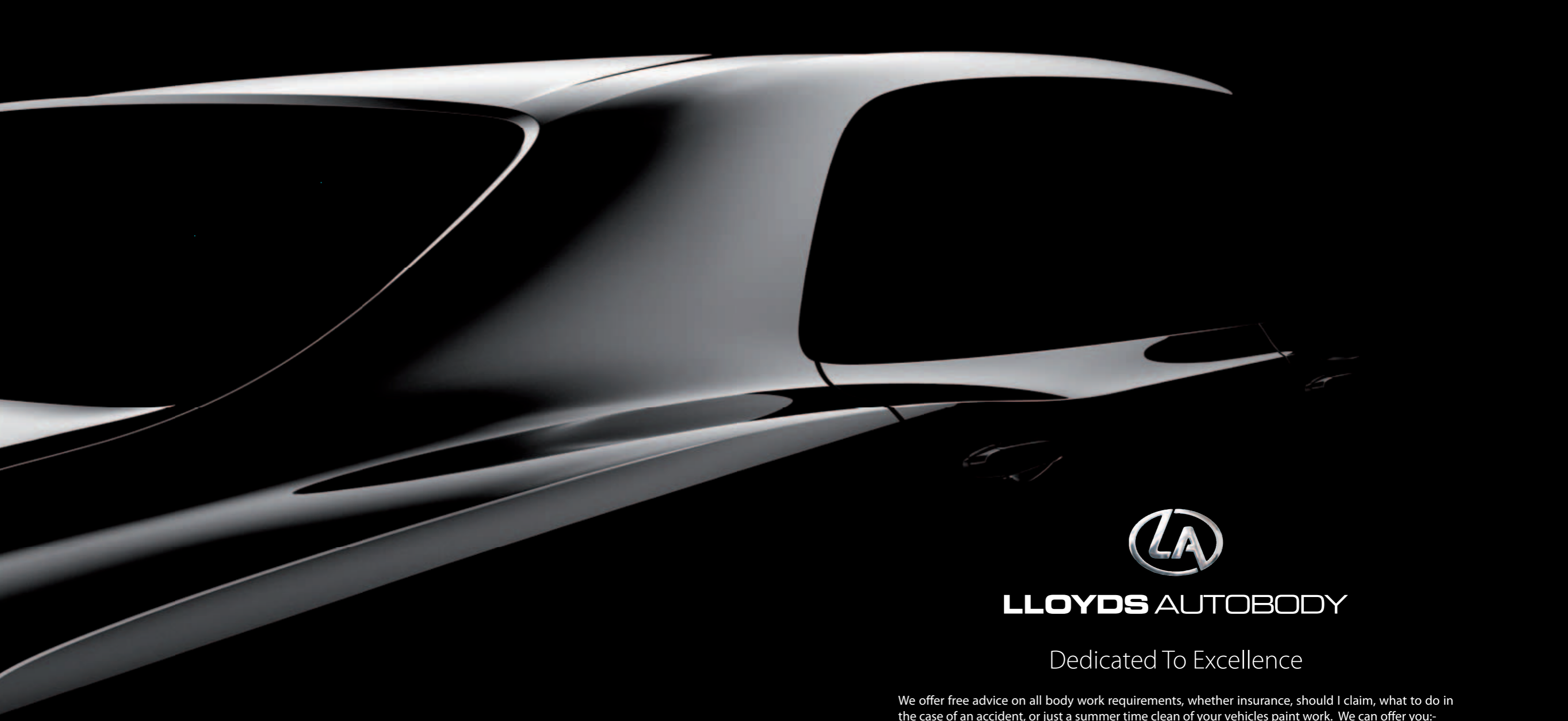
### Your Bentley is in safe hands

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## Setting The Standard

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Lloyds Autobody Ringway gained accreditation for Bentley Motors in April 2004. This Award is only open to a select few of vehicle repairers throughout the United Kingdom. We are Audited yearly to ensure our repairs and processes are in line with Bentley Manchester's "Commitment to Care".

We are proud to maintain a close working Partnership with Bentley Manchester and look forward to the future together.

With this in mind Lloyds Autobody aims to continually set new standards of quality control and customer care, by ensuring our personal commitment to "Setting the Standard".

---

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## 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 6¼ 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.



## Don't forget to leave your Bentley to the taxman!!

A Will is one of the most important documents a person will draft during their lifetime, yet surprisingly thousands of people die having not made one.

Of those who do have a Will, many have forgotten to review and amend it in light of changed circumstances - this can result in the Will becoming invalid or simply out of date in terms of your wishes. Without a Will, the court makes these decisions and whatever personal belongings and assets you do have may not go to the family or beneficiaries you would choose.

At DWF, we take a collaborative approach to succession planning. We work closely with you and your other advisors to help pass your wealth on to the next generation as efficiently and fairly as possible. We are proactive in reviewing our client's planning on a regular basis to ensure that it keeps pace with the changing nature of their assets and the constant changes in the law.

Having a Will is only the starting point in the planning process which, amongst other things, should deal with the mitigation of Inheritance Tax (IHT), payable upon death.

Your Will determines who will ultimately benefit from your personal belongings and assets but the measures to reduce the IHT cannot be put in place soon enough. By properly structuring your assets and taking a long term view to the succession process, the tax payable on death can be significantly reduced or even eliminated.

DWF's Private Client team is highly experienced and regularly guides clients (including those based overseas or with foreign assets) through the maze of business succession, Inheritance Tax mitigation and philanthropic activities.

A Bentley, like a watch or work of art, is a cherished possession, so why not leave it in your

Will by way of a specific legacy to someone who will appreciate it and the gesture it represents. Whatever you do - don't leave it to the taxman!

Paul Bricknell is an Associate and specialist in Private Client matters at DWF. For a free confidential discussion call **0161 603 5048** or email **paul.bricknell@dwf.co.uk**.

Appointments can be made at any of our offices or after hours away from the office by prior arrangement.

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**Paul Bricknell**  
Associate, DWF LLP



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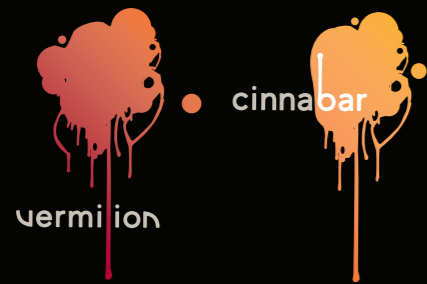
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Opulence is the key word at Vermilion. Royal, Regal and Divine are the others. Making an entrance on the red carpet between two huge statuesque lions, a moat of still lit-up water and a three-storey restaurant glowing with reds and gold, I could have thought I just stepped into the Shangri-La. As we pass through the magnificent entrance into a world of Asian charm, I am greeted with a sentence that draws me straight back to Manchester. "Good Evening," he says. "Welcome to Vermilion and Cinnabar."

Set outside of town, in Manchester's Sport City / Ancoats, Vermilion and Cinnabar have made a name for themselves as the ultimate 'Destination Venue'. If you come all this way, you most definitely do it for a treat. and at Vermilion, they have a few of those tucked up their sleeves.

To really appreciate this 200-seater restaurant and 400 capacity cocktail Bar with DJs and 400 capacity function room (The Abacus Gallery), Vermilion and Cinnabar first needs explanation. Set in, what can only be described as an industrial site, opposite the Manchester City grounds, this palace most definitely stands out with a cool quirky feel through its location. Fusing ultra-modern chic design with traditional Asian antiquities, Miguel Cancio Martins, famous for designing Paris' Buddha Bar, as created another Asian adventure of the people of Manchester with this effort.

The £5.2million project includes a majestic display of huge buddha heads, a plethora of statues and exquisite screens, a central buddha tower that runs through each floor, a temperature-controlled wine cellar, two huge kitchens (Designed by the same designer of Hakkasan, London and Buckingham Palaces' kitchens), one for the Indian cuisines and one for the Thai cuisine; and of course, the spectacular private top-floor bar complete with footballer-friendly VIP sections and booths shaped as Cocoons with beds for guests to recline while cocktail waiters serve your every drink desire.

Painted with a Vermilion red stain, the entire building succumbs to the opulence of its mystical Asian theme, together with dim lights and candle-lit tables, the restaurant glows with a magenta sheen, adding warmth and fire to this spicy establishment. Flat pewter-hammered plates on circular mosaic tables give Vermilion its Asian authenticity, whilst jet black screens laced with spotlights, hanging lanterns and giant bamboo sticks merge this with a truly Asian mystery.



## A SELECTION OF SOME OF THE EVENTS HELD BY BENTLEY MANCHESTER

Several ride and drive events from Mere Golf & Country Club with Pro Bentley drivers, including use of the leisure facilities and Golf Pro.

Chester Races

Liverpool Pageant of Power

Cholmondeley Pageant of Power

Mulsanne VVIP drive from Rookery Hall

Bentley Manchester Golf Day at Mere Golf Club

Bunbury Cricket Festival

The Knutsford Great Race

Paris Motor Show

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### Chester Races

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BENTLEY

## BENTLEY MANCHESTER SADDLES UP FOR CHARITY

Bentley Manchester helped raise thousands of pounds for charity by sponsoring The Knutsford Great Race 2010.

The Knutsford Great Race 2010, which happens only once every ten years, saw hundreds of cyclists compete on the Victorian era bike, the penny farthing, attracting around 5,000 spectators.

Over £10,000 has been raised so far for ShelterBox, a charity that responds to victims of natural and man-made disasters by delivering boxes with essential supplies.

The race, opened by Coronation Street star, Simon Gregson who plays Steve McDonald, saw the cyclists take on the gruelling three hour race.

Bentley Manchester's four-figure sponsorship saw the dealership support the local community and raise money for a much needed cause.

'Team Bentley' consisted of Penny Farthing cyclists from all over the world, who were kitted out in Bentley Manchester T-shirts.

Bentley Manchester's Managing Director, Jon Crossley said: "It was a fantastic opportunity to sponsor The Knutsford Great Race.

"Our team performed brilliantly and money was raised for a fantastic cause. It was also a great opportunity to treat our customers to a day out for a glass of Pimms and a hog roast."

The Knutsford Great Race attracted a host of international cyclists from around the world including the USA, New Zealand and Australia, in addition to world circum-navigator, Joy Somerfield.



## OVER 50,000 VISITORS AT 2010 CHOLMONDELEY PAGEANT OF POWER

The third Cholmondeley Pageant of Power, held on the 17th and 18th July, has been hailed a tremendous success with over 50,000 visitors enjoying a weekend of high powered action in the grounds of this stately home. The central core of the event is a competitive sprint event for cars and motorcycles with other attractions including aerobatics, power boat racing, rally driving and scrambling. This high octane blend has made the Pageant of Power one of the key dates in the national motor sport calendar. >>



# groom



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Highlights of this year's event included a tribute to the highly regarded and much-missed Donington supremo, Tom Wheatcroft with several of his cars taking to the high-speed course. Other show stoppers included the heart-in-the-mouth aerobatic daring of the Breitling Wingwalkers, an awesome Spitfire flypast and the largest military display in the UK this year.

On the track, Tom Wheatcroft's Donington Collection stole the show with the Auto Union and Vanwalls stunning the crowds with speeds belying their vintage. The astonishing Brutus from the Sinsheim Museum in Germany also proved to be a massive draw with its fire-breathing 47 litre BMW aero-engine taken from a WWI fighter aircraft. >>

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### HOW TO FIND US

**FROM THE SOUTH:**  
Leave the A1 North-bound at Catterick / Richmond junction (A6136), at the "T" junction turn left following signs to Tunstall. Go through Tunstall and then turn right to Hipswell. Follow for half a mile the park entrance is on the left.

**FROM THE NORTH:**  
Leave A1 south-bound at the Catterick junction (A6136). Straight ahead at crossroads to the A6136. Go through Catterick village, after the Angel Pub turn right to Tunstall. Go through Tunstall and then turn right to Hipswell. Follow for half a mile the park entrance is on the left.

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### HOW TO FIND US

**FROM THE SOUTH:**  
9 miles north of Morpeth watch for the sign for 'Bockenfield'. Turn right into the lay-by and then immediately right again into the park after only 20 metres.

**FROM THE NORTH:**  
9 miles south of Alnwick watch for the sign for 'Bockenfield'. Turn left into the lay-by and follow it almost to the end. Turn left again, into the park.

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Additionally, a new course record was set by Nicky Falkner, driving the Lamborghini Gallardo LP570-4 Super Leggera, completing the twisting 1.3 mile circuit in 62.68 seconds.

Said James Hall, Event Director: "I calculated that we must have had over half a billion pounds worth of machinery here this year, including the Hermes 135 Eurocopter and alone, one of the pit lanes contained cars with a value of over £15 million."

The Firework Concert that concluded Saturday night, provided all the pomp and circumstance of the Last Night of the Proms, including a linked helicopter fly past in time to Wagner's 'Ride of the Valkyries' and the firing of the Royal Artillery cannons to accompany the 1812 Overture. >>

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Plans are already being contemplated for next year including the possible extension of the event to include Friday as an 'experiential marketing' day for leading motor manufacturers to give their customers an actual driving experience around the famous Cholmondeley race track.

Tickets are now on sale for 15th, 16th and 17th July 2011. Please visit [www.cpop.co.uk](http://www.cpop.co.uk) for more information.





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## ENVIRONMENTAL POLICY

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

- Show a demonstrable commitment to pollution prevention

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

### 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.

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

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

### 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

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.



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**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)

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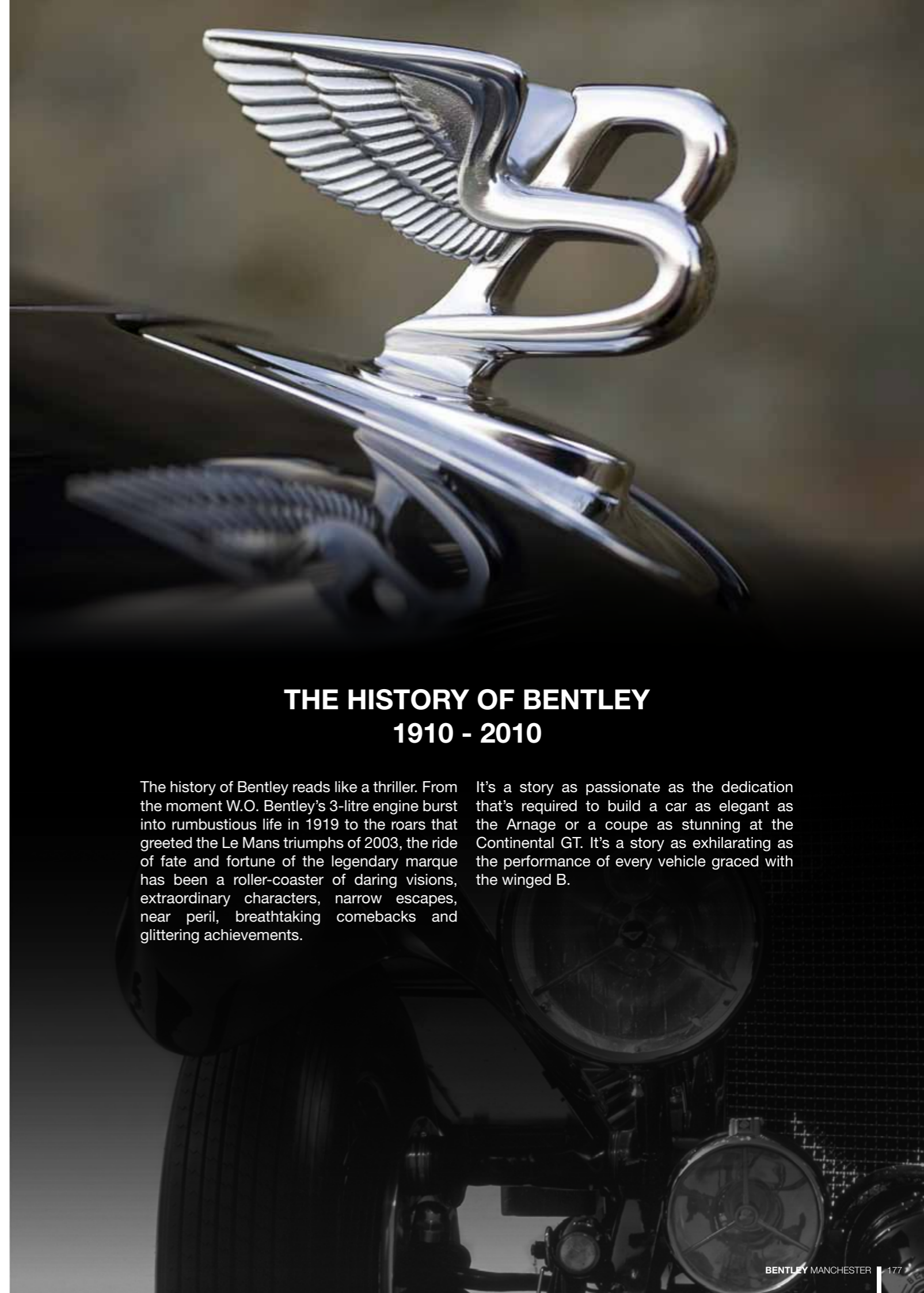


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## THE HISTORY OF BENTLEY 1910 - 2010

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.

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## THE HISTORY OF BENTLEY 1910 - 1920

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.

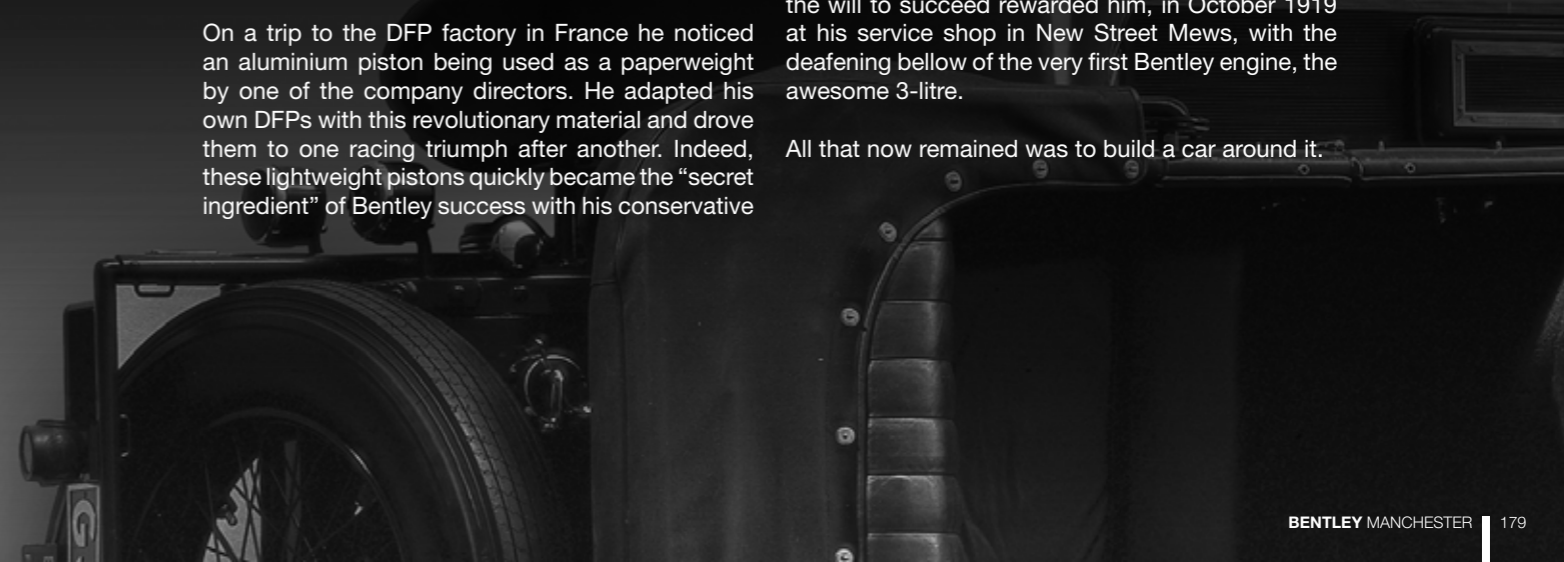
The beginning of the Great War brought new challenges. The frivolities of the DFP era were over. W.O. turned his attention to more serious affairs, creating the Bentley Rotary 1 (BR1) following an Admiralty Commission to power the Sopwith Camel, and with it, Allied dominance of the air.

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.



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## THE HISTORY OF BENTLEY 1920 - 1930

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.

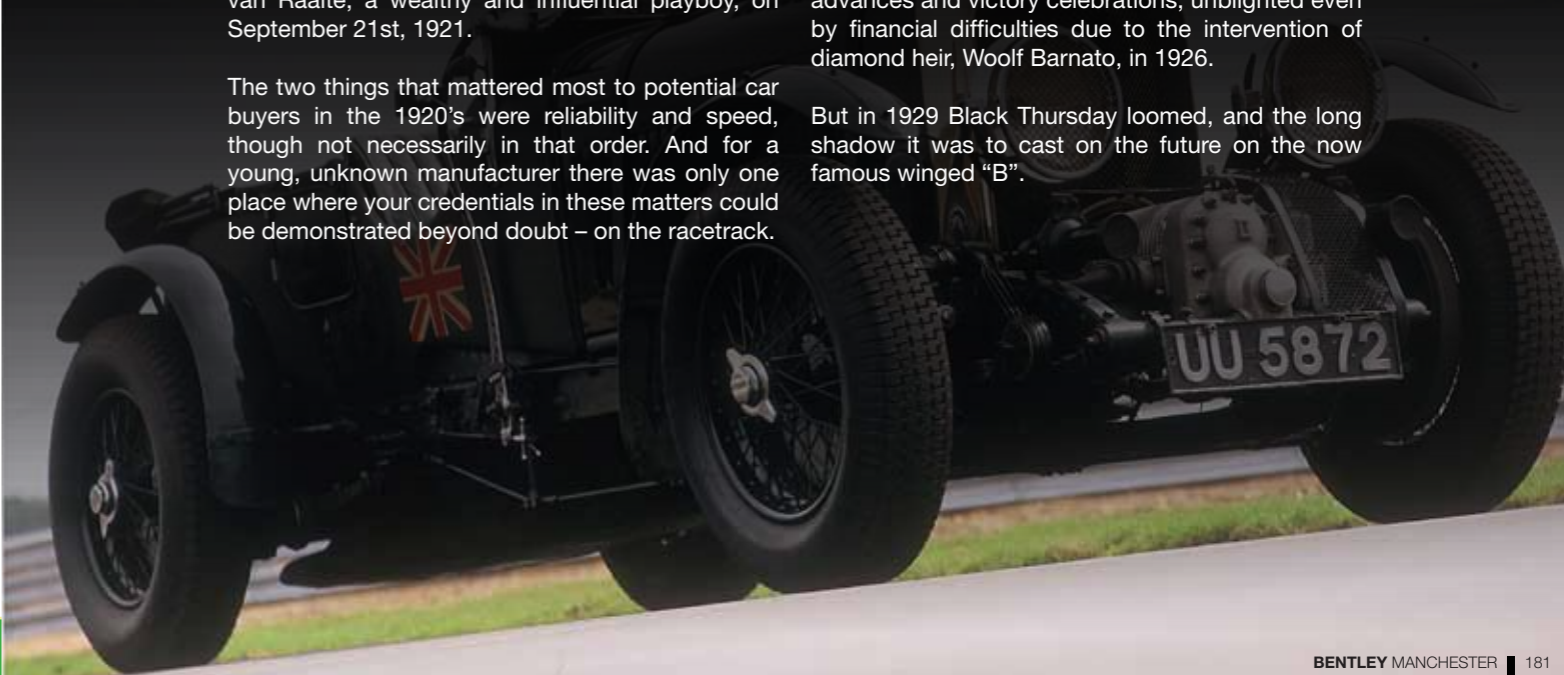
The two things that mattered most to potential car buyers in the 1920's were reliability and speed, though not necessarily in that order. And for a young, unknown manufacturer there was only one place where your credentials in these matters could be demonstrated beyond doubt – on the racetrack.

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 Montlhery 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".



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(The Observer 17/5/2009)



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## THE HISTORY OF BENTLEY 1930 - 1940

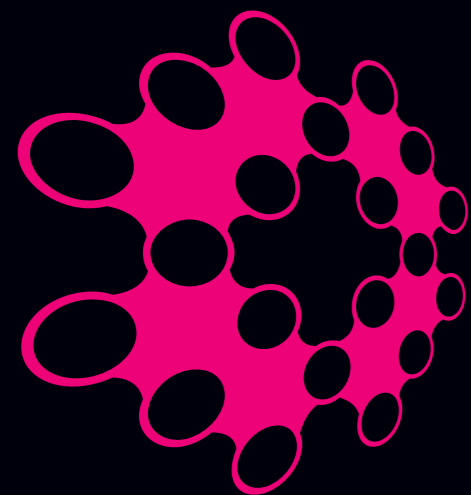
A new decade begins, and the scene is set for the eagerly awaited showdown between Britain's two most famous marques. Bentley, fresh from its latest one-two at Le Mans, launches an 8-litre directly in competition against its fabled Rolls-Royce rival. It's a clash of proven performance against legendary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





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## THE HISTORY OF BENTLEY 1940 - 1950

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.



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## THE HISTORY OF BENTLEY 1950 - 1960

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.

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## THE HISTORY OF BENTLEY 1960 - 1970

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.

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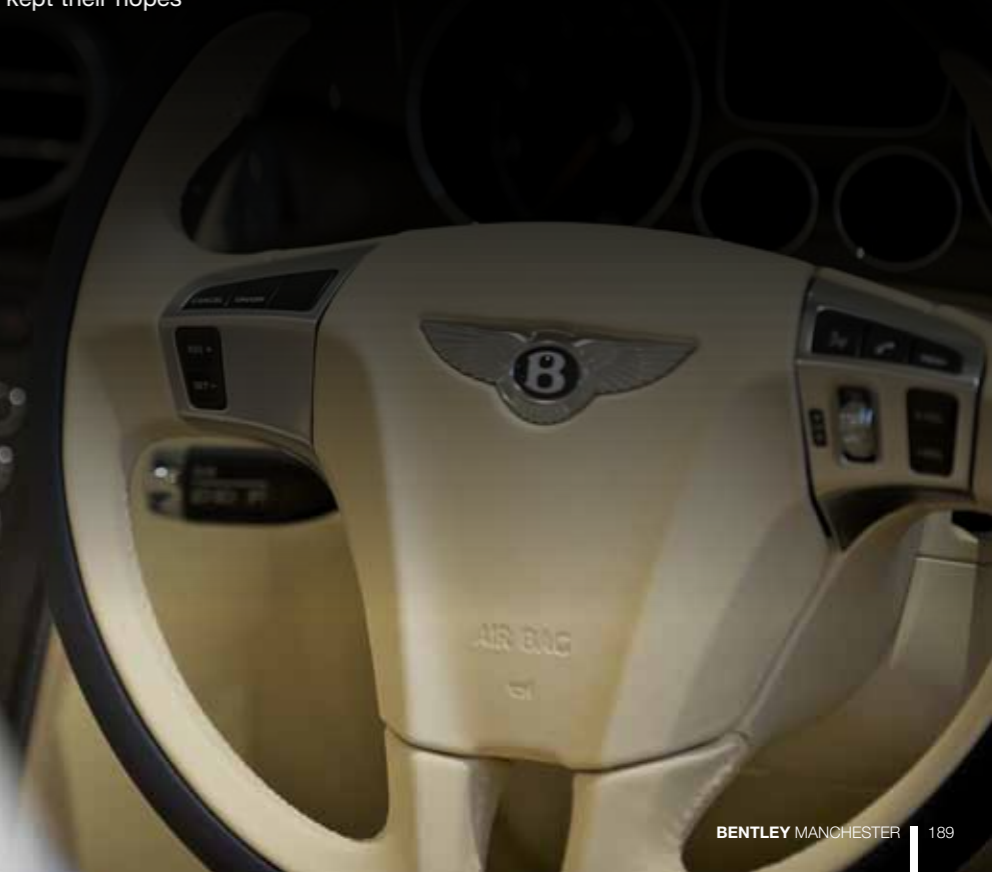


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## THE HISTORY OF BENTLEY 1970 - 1980

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 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.

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.

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## THE HISTORY OF BENTLEY 1980 - 1990

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.



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**THE HISTORY OF BENTLEY**  
**1990 - 2000**

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.



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## THE HISTORY OF BENTLEY 2000 - 2010

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 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 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 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.

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



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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.

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.

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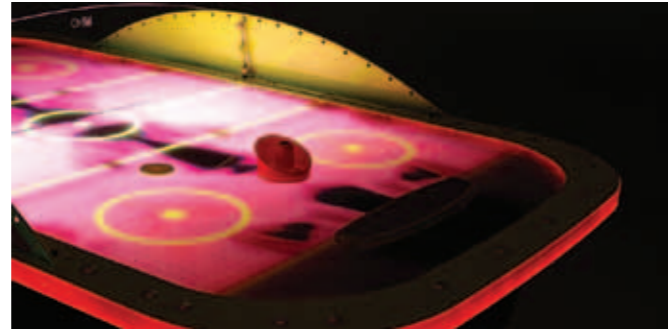
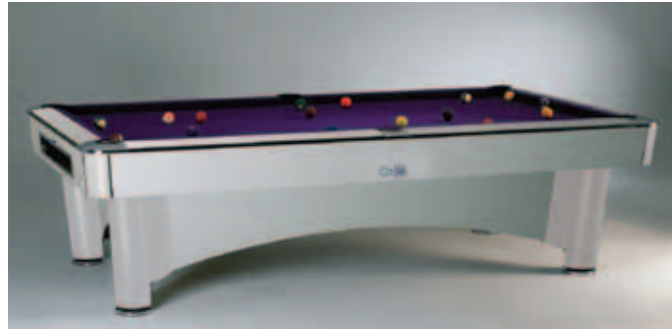


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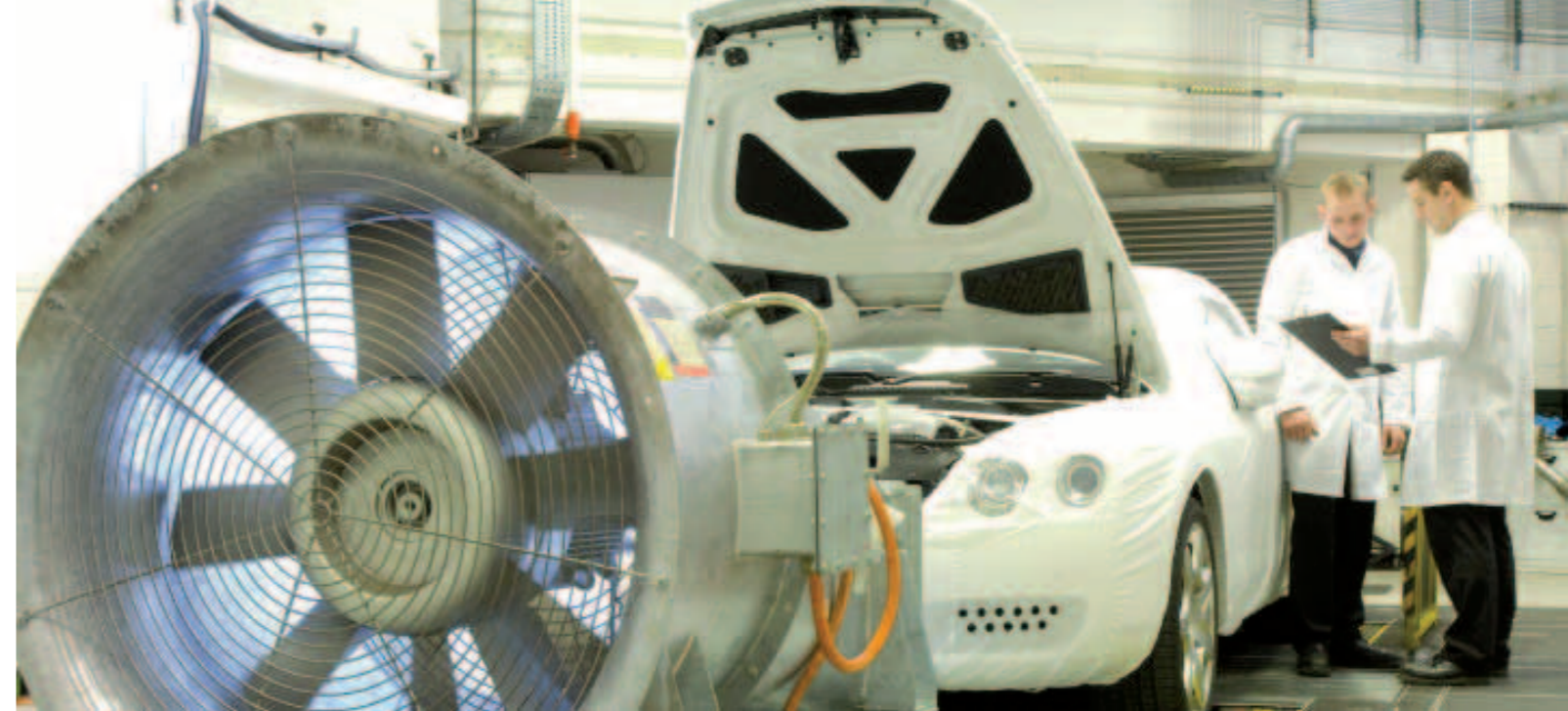
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BENTLEY

## 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

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**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."

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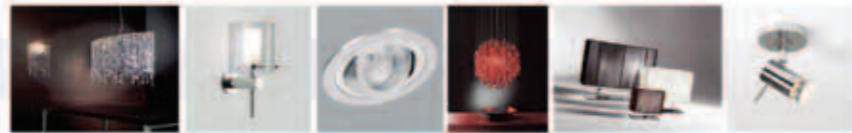
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## THE BENTLEY COLLECTION

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. >>

A selection from the Bentley Collection

# Not satisfied with serving the best steaks, Gaucho are also slicing the waves!

This year, Gaucho are bringing a pristine 65 foot Sunseeker 'Gaucho Yacht' to the Thames for private chartering.

'Gaucho of London' a glistening Sunseeker Predator 62 decked out in Cowhide? "Our guests really embrace unique dining experiences," answers Martin Williams, Operations Director for Gaucho Restaurants, "Historically we have created and had a huge demand for events such as our 'Meet the Winemaker' (a chance to dine with and taste the wines of Argentina's finest vineyard owners) and



'Divine Bovine' (a seven course celebration of Beef) dinners so we thought what would be more attractive than a Gaucho personal dining experience with your own chef and sommelier, or a cocktail and canapé party on board our beautiful yacht?" claims Martin.

This is exactly what they have created; private charters that start with breakfast charters, include private dining for up to eight guests, and stretch to an experience that starts with a Champagne Reception and starters served in Gaucho Tower Bridge, the Sunseeker then takes you to their Canary Wharf restaurant for main courses and then on again to dessert and a concert in Gaucho's private box at The O2 Arena.

So can Gaucho of London also be taken up to Manchester for example? "Where there is water and a will, there is a way!" answers Martin. "We can create bespoke packages that take you down to Sandbanks in Dorset, or up the west coast of Britain. The

(isle of) Skye is the limit". Just make sure that you plan enough Malbec and Beef for the journey.

The Gaucho Sunseeker arrived at St Catherines dock this February, has 3 Bedrooms and can accommodate up to 8 guests plus crew and staff.

For further enquiries, contact: [matt.ford@gauchorestaurants.com](mailto:matt.ford@gauchorestaurants.com)

See the Gaucho restaurants and their other activities at: [www.gauchorestaurants.com](http://www.gauchorestaurants.com)



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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.



A selection from the Bentley Collection

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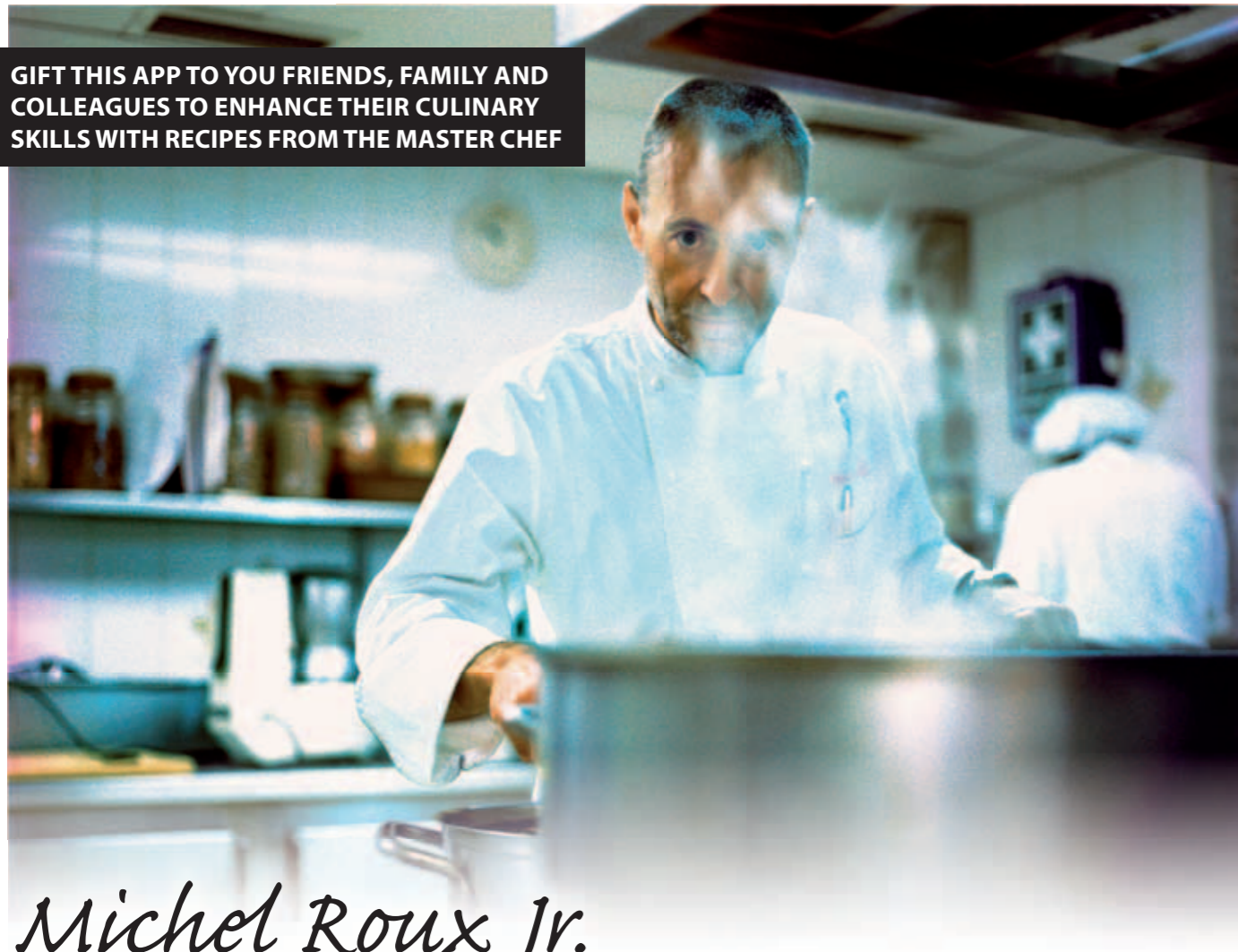
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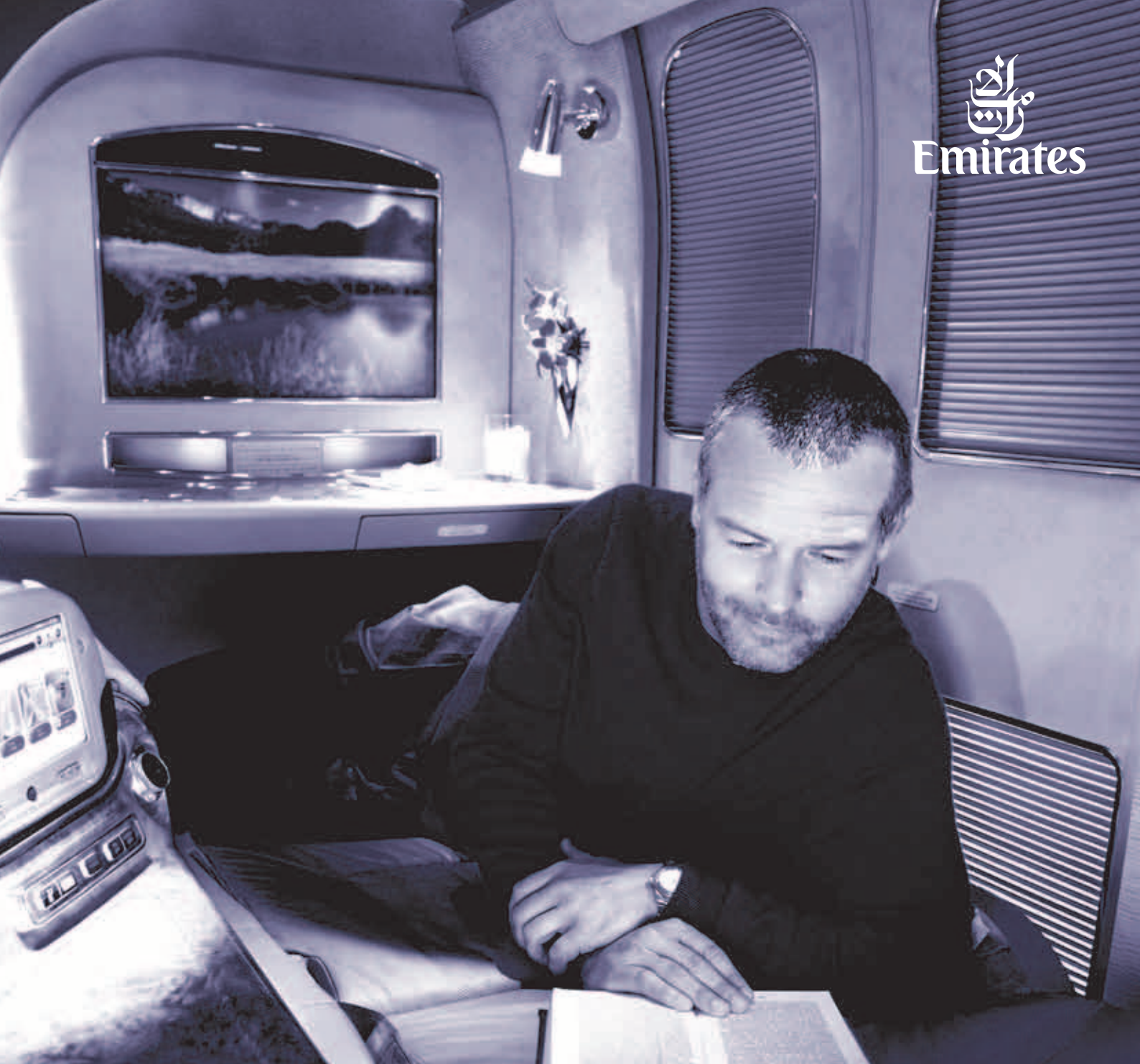
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