



BENTLEY

BENTLEY NEWCASTLE



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Welcome to Bentley Newcastle

I would like to extend you a very warm welcome to Bentley Newcastle and I am very proud to present to you our very own Bentley Newcastle Magazine, which I hope will give you an insight into our dealership and also the very latest company and manufacturer news.

There is much to talk about at the moment, with Bentley Motors having the most varied and exciting model line-up in its long and colourful history. Last year we saw the arrival of the New Continental GT and New Continental GTC alongside the already successful Supersports Coupe, Supersports Convertible and the grand touring Mulsanne; and this year, the imminent arrival of the New GT 4.0 V8.

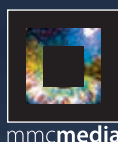
The splendour of the Bentley range is matched by a seamless buying experience for our customers here at Bentley Newcastle. Our skilled team go to endless extremes to ensure that the purchase and owning of a Bentley is a truly memorable occasion for every client that steps through the doors.



Bentley Newcastle has already established itself as a very successful retail outlet for new and pre-owned Bentleys and developed a reputation as a premier provider of aftersales, parts and bespoke services.

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

Scott Stevenson
Dealer Principal



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Sales



Paul Gudge, Brand Manager

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*Which ever is sooner



BENTLEY



Exceptional wealth management in Newcastle

Today's wealthy population comprises increasing numbers of entrepreneurs, executives, and property developers and this is certainly no different in the North-East.

At our Coutts Newcastle office, we have the privilege of meeting people from a broad range of backgrounds, each of them with their own idea on what they would like to achieve both personally, and financially. Newcastle is home to many high net worth individuals, and managing the wealth of such a broad range of clients requires a high level of expertise.

For more than 300 years, our exceptional service has been valued by clients from varying backgrounds and with very individual needs. From private investment to wealth management, commercial banking to tax advice, we build professional relationships that last.

Our team of bankers understand the challenges and opportunities associated with wealth. Whether you are an entrepreneur selling a business, an executive with substantial share options or a professional with little time to spare, 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?

At Coutts, our experienced team's approach to investment advice carefully balances in-depth observation of our clients' attitudes to risk with precision. Our offering is highly personalised – and includes discretionary, advisory, treasury and execution services. We have a proven track record of building portfolios and growing wealth through the generations.

Beyond wealth management, we're here to help families share skills and knowledge to prepare for the future, offering support and insight to family businesses. When our clients need to prepare the next generation, we're here too, teaching young adults lifestyle and wealth management skills, and introducing them to one another. And when it comes to fulfilling your philanthropic goals, we help you to give efficiently, making the most of your gift to others.

We have always strived to lead the way, creating services to meet the changing needs of our clients. We bring intelligence and fresh thinking to every aspect of our business, innovating to

bring our clients the insight and services they need.

The Coutts & Co Newcastle office opened in 1998. David Simpson and his team of private bankers and wealth managers cover sophisticated investment products together with expertise in trust & fiduciary advice and UK tax and banking services.

The value of investments and the income from them, can go down as well as up and you may not recover the amount of your original investment.



For more information about becoming a Coutts client in Newcastle, contact David Simpson on 0191 203 7036, email david.simpson@coutts.com or visit:

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BENTLEY

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NEW CONTINENTAL GTC V8

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NEW CONTINENTAL GTC V8

Although closely related to the GT, the Continental GTC V8 has its own distinct character. Those iconic Bentley features of dominant bonnet line, prominent matrix grille and twin large inner headlamps confirm its pedigree, while the wide track and four-square stance emphasise the performance focus of an all-wheel drive supercar.



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NEW CONTINENTAL GTC V8

At the rear, wrap-around lamps accentuate the low, wide proportions, flanking a distinctive Bentley 'double-horseshoe' boot lid with a spoiler on its upper edge.

Distinguishing features for the V8 model include a red enamel winged 'B' badge, gloss black grille with bright chrome surround, three-segment front bumper and the 'figure eight' tailpipes at the rear.





NEW CONTINENTAL GTC V8

To call the Continental GTC V8 a convertible understates its capabilities. It is both a sensational open tourer when the weather permits and a practical year-round proposition, as well insulated and refined as a coupé thanks to its four-layer roof.

And for the owner of a Continental GTC V8, one of the incidental pleasures of hood-down motoring is the chance to enjoy the V8's mechanical symphony...in full surround sound.




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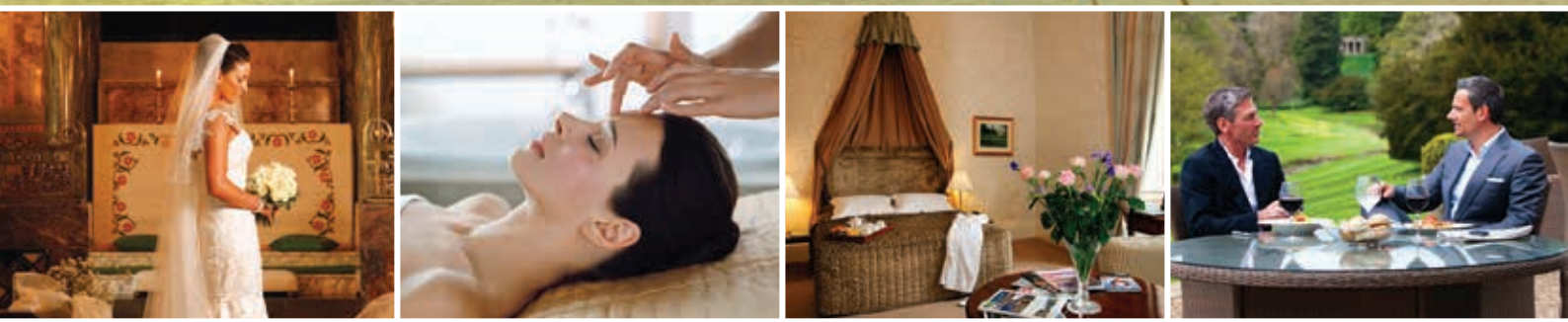
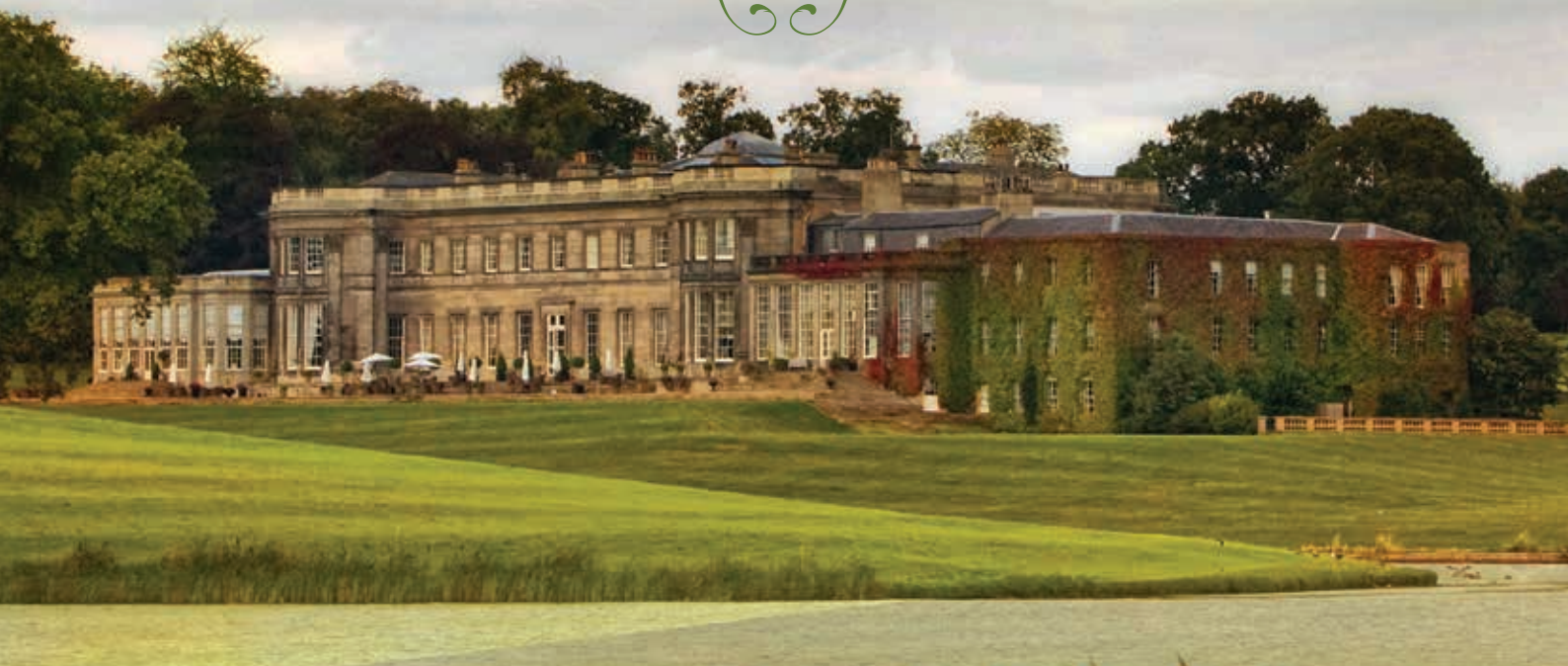
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BENTLEY
Accessories



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

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



CONTINENTAL SUPERSPORTS CONVERTIBLE

CREATING THE MOST POWERFUL BENTLEY ROAD CAR EVER, MEANT PUSHING THE BOUNDARIES OF 21ST CENTURY TECHNOLOGY

The result is an all-wheel drive supercar that is faster and more agile than any Bentley built for the road. Available as a two-seater coupé or four-seater convertible, its muscular exterior and distinctive interior styling is unmistakably Bentley in its design and craftsmanship. This is a car created through the continuing desire to reach new limits. The Continental Supersports represents a perfect relationship between engineering and design with the enhanced iconic GT looks reflecting and heightening the supercar performance. The fastest, most powerful Bentley ever.





BILL HEANEY

CAR BODY CENTRE



Bill Heaney

Porsche BMW MG - Approved Car Body Repair Centre has been associated with prestige vehicle body repair for over 35 years. Our company has grown from a small family run business in 1975 to become one of the region's leading Porsche BMW MG - Approved Car Body Repair Centre specialists.

The business has recently moved to a 1 acre site on the Tyne Tunnel Trading Estate, providing easy access to major road links. Moving to new premises not only provides the opportunity to expand our business but also provides improved facilities and better accessibility for our customers and dealerships.

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BENTLEY

ENVIRONMENTAL POLICY

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

In the Making

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

The principles are to:

- Integrate environmental factors into business decisions
- Comply with all relevant environmental legislation, regulations and codes of practice that relate to the company's activities
- Continually improve the environmental performance of the Crewe site
- Show a demonstrable commitment to pollution prevention
- Develop and maintain the Bentley environmental management system in-line with international standards
- Promote ownership and control of environmental issues at the appropriate business level
- Optimise and efficiently use resources whilst maximising re-use and recycling opportunities

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

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

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

Vehicle Disposal (UK only)

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

Vehicle Disposal (Continental Europe)

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



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BENTLEY CONTINENTAL SUPERSPORTS CONVERTIBLE ISR

The Continental Supersports Convertible ISR (Ice Speed Record) is the most potent and radically styled Bentley convertible ever.

Just 100 examples of the ISR will be built at Bentley's Crewe factory. The Supersports 'Ice Speed Record' is distinguished by its extrovert and muscular design cues that reinforce the uncompromising performance of this extreme Bentley convertible.

Bentley's designers have selected three 'stand-out' exterior paint colours for the new convertible: Beluga, Quartzite and, fittingly, Arctica White. These colours are complemented by a Dark Grey Metallic soft top with Bentley's refined three-ply composite construction.

The unique appearance of the soft top is created in the outer layer by a 'grey' acrylic fibre with a semi-transparent 'metallic look' in a twill weave construction. The car's potent performance is further accentuated by 20" inch, 10-spoke Supersports wheels with a dark tint finish.

For those customers seeking to accentuate the high performance credentials of the car further, Bentley offers a special ISR Mulliner

design package as a no cost option. The 20" 10-spoke Supersports wheels can be specified in a vibrant red paint with a diamond turned finish to produce a lustrous metallic contrast. The dual-louvered dark bonnet vents, unique to Supersports models, are complemented by red accent surrounds. The extrovert Mulliner design is completed with a set of bold of Supersports ISR graphics that run down both flanks of the car.



THE NEW CONTINENTAL GT V8



THE NEW CONTINENTAL GT V8

A GT THAT DRIVES TO A DIFFERENT BEAT

The clues are there. The dark mesh radiator grille, ringed by bright metal. The aggressive lower bumper with its three air intakes. The dark rear valance, with its twin exhaust tailpipes shaped into an elongated, side-on figure eight. And one further small, but significant detail: a red enamel Bentley winged 'B'. These are the tell-tale signs of an all-new Bentley, powered by a 4.0 litre V8 engine.

From the distinctive backbeat of its eight cylinders at idling speed to the glorious snarl of full-throttle acceleration, the new V8 offers an exhilarating, involving and passionate route to Bentley Continental ownership. All-wheel drive and an eight-speed transmission transmit its power to the road with unshakable precision. This is a Bentley that can both stir the soul or calm the spirit, according to the mood of the driver or the conditions.



BENTLEY

ENVIRONMENTAL POLICY BENTLEY AND CO2

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

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

Improved efficiency

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

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

New Powertrain

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

Renewable fuel

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

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

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

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

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

THE NEW CONTINENTAL GT V8

PERFORMANCE

Pressing the start button of the advanced new 4.0 litre V8 engine and its inspiring repertoire of sound is brought to life. From the deep V8 burble at low engine speeds to the rising growl and rasp as the car accelerates. Bentley's new V8 develops a massive 660 Newton metres of torque at the comparatively low engine speed of 1700rpm, catapulting a Continental GT V8 from a standing start to 60 miles an hour in just 4.6 seconds, and on to a potential top speed of 188mph (303 km/h).

A new 8-speed transmission delivers faster, smoother gear changes, and accounts for 6% of the total 40% efficiency gain achieved by the new V8. Its greater number of ratios ensures that the engine is always working at its most efficient gearing.

DIVORCE

Lyn Rutherford, consultant at McDaniel & Co. Solicitors, specialising in divorce and family law, discusses how the Bentley is treated upon divorce.

Who gets the Bentley?

Historically, there were always arguments that any gifts by the husband to the wife of jewellery could be retained by the wife. However, if you look at the divorce of Richard Burton and Elizabeth Taylor when he bought her the Koh-i-Noor diamond - was that something she could keep, or was it a matrimonial asset?

Is the real question that you should look at the value? A Bentley is a very valuable asset. Should it be taken into account at all? Should the value be divided between the parties? Should it be retained by the person who uses it? Or should it be sold?

Could a man argue that he had made special contributions throughout the marriage and therefore that justifies him having this motor car, as he treasured it so much?

The reality is, a case called White said "one must not depart from the principle of equality unless there are good reasons to do so". That has remained the law since the beginning of the 2000's, and although there have been twists and turns along the way, it is still the general principle that the Courts adopt in long marriages.

If it really is such a concern, when you get married you can set some terms and conditions. A contract can be entered into either before, during or after the marriage.

There is recent case law to say that the Court should give effect to a pre nuptial or post nuptial agreement that is entered into by each party with a full appreciation of its implications, unless in the circumstances it would not be fair to hold the parties to their agreement.

Men, of course, always know how precious their cars are to them, and it seems it is worth them including this at the very outset if that is the case.

If you do not have a pre nup or post nup, in simple terms therefore, you have to look at all of the assets, and sadly the Bentley has to be included amongst those.

How do you go about it? – get a good lawyer. It really does make the difference.

McDaniel & Co.

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THE NEW CONTINENTAL GT V8

CRAFTSMANSHIP

Whether it is the technological - the knife-edge crease lines down the front wings of the Continental GT made using a technique called superforming, where 5083 grade aluminium is heated to 500°C and shaped around a die using air pressure. No other process enables such a complex panel to be created with such crisp sharp lines and without seams or joins. Or the traditional - V8 upholstery hide begins with an age-old tanning process that retains the rich, natural aroma of classic Bentley interiors. When it arrives in two-dimensional form, it will be shaped, stitched and worked around the complex multiple curves of seats and armrests. Creating a cocoon of curved yet crisply-defined planes and surfaces that demand the highest standards of skill from our dedicated craftspeople.



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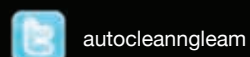
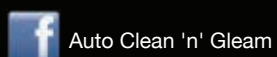
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Should you not find a service to which your vehicle requires please contact Michael, to create a bespoke service to fit your vehicles needs, Michael will customise all services to his client's specification.

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THE NEW CONTINENTAL GT V8

TECHNOLOGY

The Continental GT's infotainment system is every bit as compact, powerful and technologically advanced as the cars that houses it. As standard the Continental GT comes with an eight channel, eight speaker system, with 15GB of storage for music. Music can be played via an iPod, MP3 player, the car's own six-disc CD changer or even an SD card.

As for the 'info' in 'infotainment', the effortless touch-screen navigation system includes live traffic data*, online access for point of interest searches*, a 30GB hard disc drive offering rapid access to a continent-full of mapping and even the option of satellite landscape imagery*. As you drive, it provides real time monitoring of your tyre pressures, access to your phone contacts (either via Bluetooth or by inserting your SIM card) and the opportunity to zoom in or out of mapping at the slightest touch of a finger.

* Not available in all markets

Unparalleled technical ingenuity

JURA, leaders in luxury Swiss made bean-to-cup technology, has launched the GIGA 5, it's most lavish machine that exuberantly combines sophistication, performance, perfection and quintessentially brings barista quality to the home.

Intuitive technology allows the GIGA 5 to offer for the first time features that have previously only ever been available in coffee bars and restaurants. Such innovations efficiently allow the user to create the ultimate café latte and other speciality coffees at their very desire.



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For availability and stockists of the GIGA 5 visit www.jurauk.com or call 0800 652 5527



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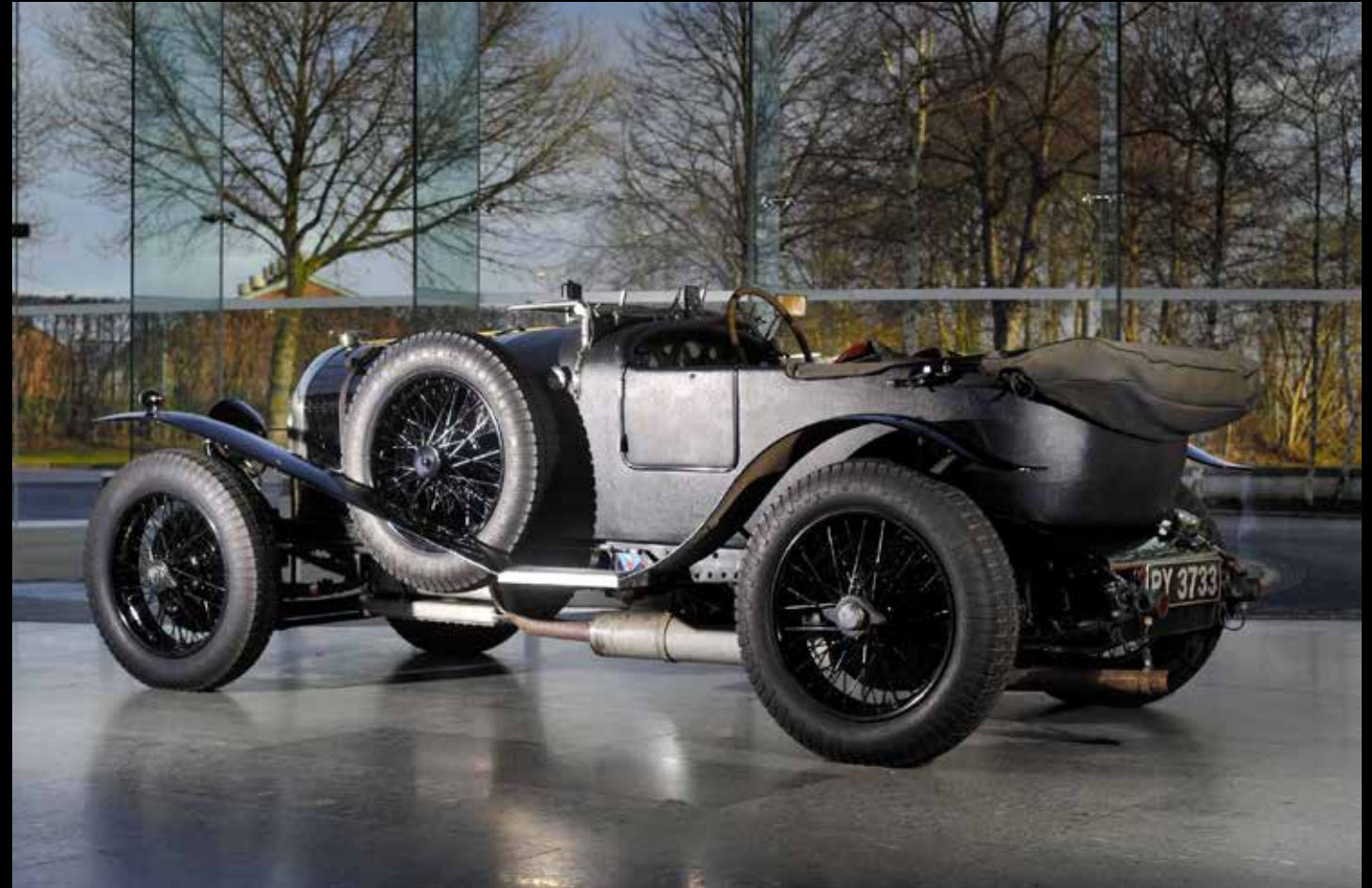
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Example of 8 Litre Bentley Limousine



1925 Bentley Supersports



4½ Litre Bentley Blower



Spirit of Ecstasy



CHAMELEON

The Ultimate Accessory

Indeed he has recently been involved in two properties where the Chameleon has been specified by the owners...

He commented: "Chameleon offers the ultimate flexibility to create space in the pool room whether the use be for a dance floor, conference or simply a big party room. "Good design is key to creating space for a variety of different functions. In effect it future proofs the house," he said.

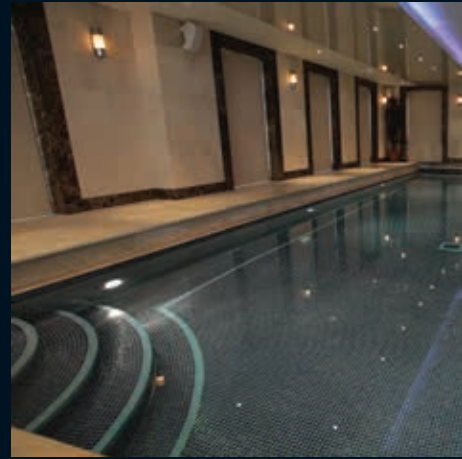
Harry Calder quoted the example of a large project currently under construction where the pool room can be used as a leisure suite and gym...and swiftly converted once a month into a Boardroom for major presentations seating up to 30 to 40 directors and senior managers.

Large houses such as this of around 12,500 square feet can comfortably accommodate an internal pool room which can be converted through the Chameleon System for not only business meetings but a large dining room seating up to 80 people.

He added: "The customer is buying the Chameleon for reasons of practicality and flexibility. It creates an extra room but offers a number of options that take it beyond simply being a pool cover. "

Manufactured by the Cartwright Group, a company which has more than half a century's experience in engineering, the powered floor also cuts pool heating costs by up to 60 per cent, reducing a home's carbon footprint.

And for families with young children, it allows parents to make the pool a completely out-of-bounds zone unless they are around to supervise.



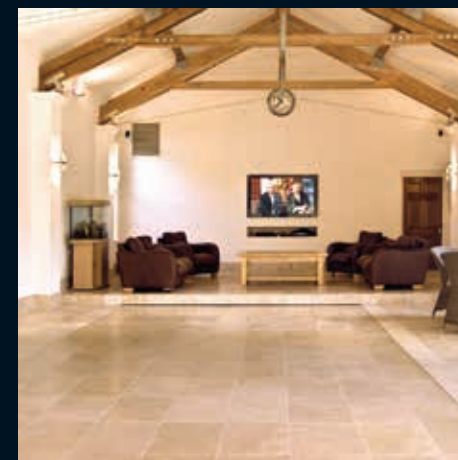
TWO ROOMS FOR THE PRICE OF ONE WITH BESPOKE POWERED FLOOR SYSTEM

When leading architect Harry Calder was planning the design of a house in Knutsford, he was able to create two rooms in one, thanks to an innovative powered floor system.

Not that he was short of available space, but a room housing a 5m x 12 ft pool was a sizeable area and just perfect for entertaining. There was just one snag – how to cover the pool with a surface sturdy enough to withstand a room full of people.

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The south Manchester based architect, whose firm Calder Peel has offices in Altrincham and London, is full of praise for the flexibility and functionality of the Chameleon powered floor system.



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MULSANNE

While paying homage to past Bentley greats, the brief for the Mulsanne's design and engineering teams was to create a Bentley that represents the pinnacle of British luxury motoring.

The Mulsanne, designed and engineered at Crewe from the ground-up, reaffirms the marque's intent to create a new flagship Bentley with refined performance, unparalleled levels of interior luxury and coach building skills to the fore.

The Mulsanne name underlines Bentley's sporting heritage and passion for power and speed. Nothing reflects that prowess better than the legendary Le Mans 24 Hours race. Bentley has enjoyed success on six occasions at Le Mans, where its powerful and reliable race cars have thundered down the long straight into the famous Mulsanne corner, from which the model takes its name.

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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. >>

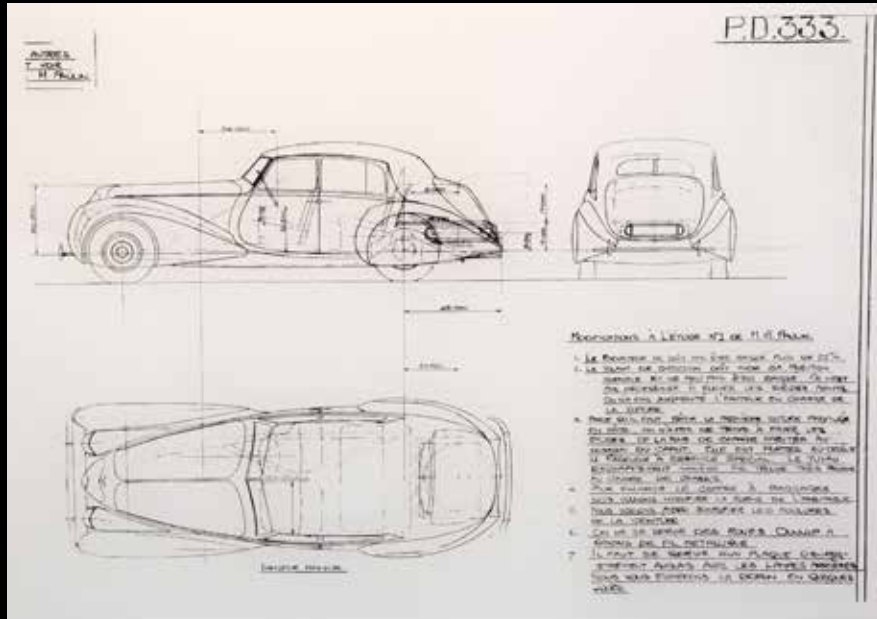
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Dirk van Braeckel, Bentley's Director of Design and Styling, explains:

"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.



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

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.

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.

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

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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Power on Ice 2012

THERE IS NOTHING QUITE LIKE DRIVING A BENTLEY.
THERE IS NOTHING QUITE LIKE DRIVING A BENTLEY ON ICE...

To celebrate the Bentley world ice speed record set by Juha Kankkunen last year, we would like to invite you to join us for Bentley Power on Ice 2012. Our exclusive winter adventures allow you to experience for yourself how the all-wheel drive performs on snow and smooth ice meaning you'll really get to know the winter capabilities of a Bentley. Naturally, this is all within a controlled environment, with the guidance of our expert instructors. We continue with a unique two-day programme, each for a small select group of Bentley owners, and designed to fully demonstrate the exceptional poise of the Continental GT series in the most adverse conditions. Of course, you'll want to unwind after the driving, so we have reserved luxury accommodation, and arranged a superb combination of local and gourmet cuisine. There will be plenty of opportunity to relax after spending the day on our specially prepared frozen lakes and ice test tracks, and

to exchange your experiences with your fellow Bentley enthusiasts. We hope you will join us for this highlight of the 2012 Bentley calendar.

IN GOOD HANDS. IN A BENTLEY.

Knowing a Bentley is a superb way to indulge in the spirit of driving. Knowing how the car will react on snow and ice in precarious situations is another matter. And knowing how you will react yourself is something you have to experience for yourself. The philosophy behind Power on Ice is to design a driving programme set in the most inspiring locations, that will take you and the car to the limit – and safely back again. Our individual and exclusive programme with just two guests per car and instructor allows us to tailor the activities to your skills and experience.

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gained skills, knowledge and experience, and with even more confidence than before. Because you will know the true capabilities of your car.

DRIVE HARD, PLAY HARD

Seemingly endless forests covered in snow and ice, the vast white landscape alternating with mountains, picturesque frozen lakes in clearings, crystal clear and biting cold air turning each breath into small white clouds, tracks of wild animals in the snow, utterly quiet except the sound of the snow crunching beneath your shoes. The Lapland programme is located near Kuusamo, in the north-eastern corner of the province of Oulo, Finland. Just 60km south of the arctic circle and 40km west of the Russian border. This is home to Ruka, an area that has developed into an exclusive skiing resort around the Rukatunturi fell. Apart from the unspoilt hilly countryside within the Ruka area, visitors to this area can also look forward to such perfect moments as the sighting of a reindeer or elk wandering through the woods. The seasonal auroras found at this latitude continue to amaze even the most experienced—visitors and locals alike. Just below the summit of Rukatunturi is the luxury hotel Ruka Peak, poised on the side of the mountain and overlooking the



surrounding lakes and hills. All its spacious bedrooms have their own south-facing balcony offering breathtaking views. It is here that we will dine in front of the roaring open fire, and our guests can enjoy a cold beer in a hot tub, a Finnish smoke sauna or a traditional sauna after an exhausting day's driving. As well as the main hotel itself, we have also booked neighbouring luxury Ruka Peak cottages and apartments built in traditional Scandinavian style, which are available to those Bentley Driving participants seeking the added luxury of more privacy and space, or wishing to share space as a family or friends.

BORN TO RUN.

The eagerly awaiting pack of huskies may seem uncontrollable as you are preparing to set off. But on command they soon quieten down and begin their task: Transporting you smoothly through the woods. The pace is fast and the experience unforgettable. Sit back in

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SURF THE SNOW

Enjoy the total freedom of driving a snowmobile through the un-disturbed snowscape. Naturally, guides will be available to give you advice before you set off. Simply the (second) best way to travel across ice and snow—if you can't be in a Bentley, that is.

For further information go to:
www.bentleydriving.com

Power on Ice 2012





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. >>

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.





THE HISTORY OF BENTLEY

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.

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

And just one more thing. He liked to win.

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

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

success with his conservative competitors continuing to regard aluminium as too weak to withstand the inferno of the engine block.

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

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

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

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

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

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.

>>



THE HISTORY OF BENTLEY

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”.

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.

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.

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THE HISTORY OF BENTLEY

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.

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.

A decade of intensive development and a dramatically re-designed 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.

Looking back on the clone years of the seventies, with the Bentley's superb heritage reduced to little more than a badge on an ageing Rolls-Royce and Bentley sales teetering below ten percent of total production, motoring historians are unanimous in regarding Bentley's survival as something of a miracle. The introduction of the T2 and the Bentley Corniche drophead coupé did little to restore the public's faith in the marque. Neither did the liquidation of Rolls-Royce when the development costs of its world beating RB211 jet engine soared over budget. The tide would eventually turn, of course. And while it is easy in hindsight to be critical of the parent company's handling of the Bentley brand during these parlous years, the long association with Rolls-Royce and its coach-building partners such as Mulliner would leave an indelible mark of refined luxury in Bentley's DNA. W.O. himself would have approved of this side of the equation.

Now all Bentley needed was the power to perform.



THE HISTORY OF BENTLEY

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. 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

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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.

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

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

The extreme Bentley – Continental Supersports – debuted at the very same Auto Salon; the fastest, most powerful Bentley ever, reaffirmed the environmental commitment as Bentley's first FlexFuel performance car.

2009 marked 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, joined the range. 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.



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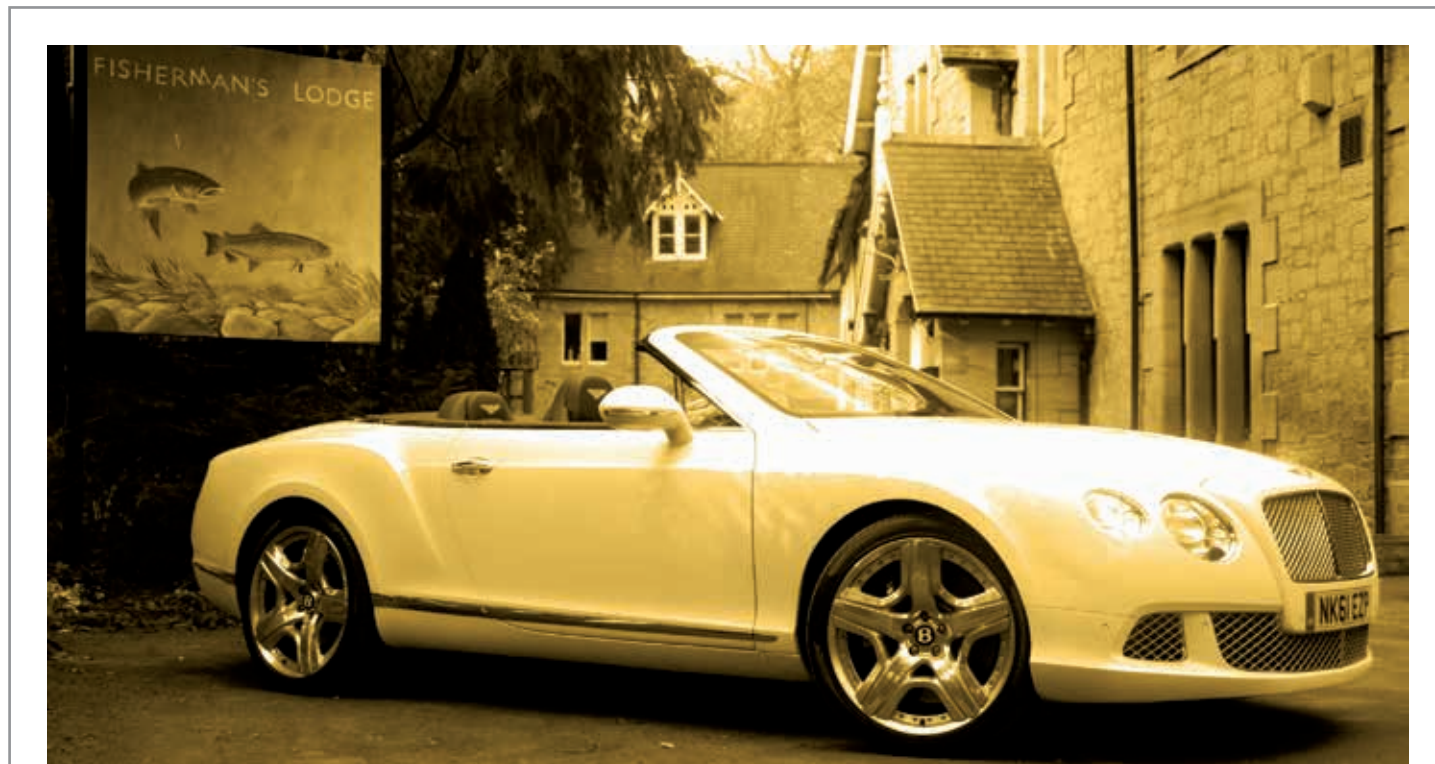


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BENTLEY

A selection from the Bentley Collection



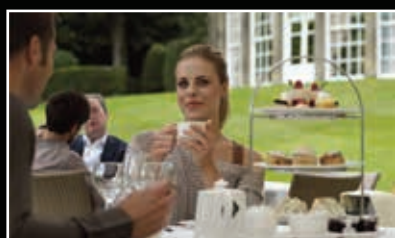
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