

INTERNET

Bentley maps out global roadtrips to prompt excursions

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Bentley on Ice

By NANCY BUCKLEY

British automaker Bentley Motors is directing consumers around the world with global driving route options.

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On Bentley's Web site fans can choose the area of the world where they would like to take a roadtrip and learn about the different attractions and places in between destinations. An aggregate list of self-driven options will allow this initiative to appeal to aspirational consumers who can interact with the brand with these roadtrips without owning a Bentley just yet.

"Globalization, localization and transcreation of the Bentley brand offers and enables targeted access to every luxury consumer, everywhere in their voice and with great control of this esteemed brand," said Paris Loesch, vice president of North America sales & global digital markets at **Lionbridge**, New York.

"Transcreation of the message and experience is critical for Bentley and other luxury brands – Bentley means discerning luxury around the globe and capturing the essence of the brand is essential and that's the power of transcreation – global messaging crafted

into local language, as well very local nuances of the culture and market," she said.

Ms. Loesch is not affiliated with Bentley Motors, but agreed to comment as an industry expert.

Bentley did not respond by press deadline.

Self directed roadtrip

Bentley posted the driving experiences on social media pages with a link. Once on the page the user is asked to choose their route by clicking on the white circles that appear in the locations that feature a drive on the world map.

Their seven options are the United States, Canada, the United Kingdom, Spain, Oman, Malaysia and Australia. Consumers can take drives, such as from San Francisco to Los Angeles, or travel from Sur Beach to Al Hoot Caves, Ad Dakhiliyah, Oman.



Sur Beach

When the user clicks on the country of choice they are directed to the detailed description and imagery of that specific journey.

For instance, if the consumer selects Australia, they are brought to a map of the southern part of the country. The map has the driving route lined in neon green with each destination's name.

Users can then scroll down to see an image of Hotel Chateau Yering, and if they want to learn more they can click the explore arrow and text expands downward and more images appear.



Bentley GT V8 S Convertible

As the viewer scrolls past the first destination, six more image boxes appear with exploration options beneath. One of the options is the Bentley Continental GT V8 S Convertible, the suggested vehicle for this roadtrip.

At the end of the trip's options, the user has three options, to find the route on Google Maps, to share with friends or to download the route as a PDF.

Other route options have overnight stays in hotels such as the St. Regis, The Liberty Hotel in Boston and Chi, the spa at Shangri-La Muscat, Oman.

Going for a drive

Driving experiences typically allow consumers to take a branded journey and make it their own.

For instance, German automaker Porsche released a new microsite that allows consumers to discover and share routes to drive along in different countries around the world.

The site gives consumers the opportunity to browse routes that others have recommended as well as to share their own favorites. It is designed to highlight the Porsche GTS, a vehicle capable of going long distances at fast speeds and ideal for traveling these scenic drives ([see story](#)).

Sometimes the driving experiences include the brand's vehicles and revolve around events from the brand.

For example, several luxury automakers are hosting winter driving events this season to interact with consumers and expose their vehicles in tough driving conditions.

The events this winter may bring consumers an insight into the features of the vehicles. Luxury automakers host winter driving events for consumers to demonstrate the control their vehicles maintain when in bad driving conditions, but the large number of brands hosting such events may minimize their efforts ([see story](#)).

These driving experiences, self-driven or branded events, allow the consumer to interact with the brand on an international, but personal level.

“It makes it personal, unique, part of the required 'me experience journey' – Bentley consumers, luxury consumers are indeed different – they are personal, discreet, private and intentional,” Ms. Loesch said.

“And they are very international and intercontinental every day at their core in their thoughts and actions...global sophistication and personalization of a driving experience and what can be from their cultural point of view is part of their thinking and Bentley aligning with this is paramount and defines best practice," she said.

Final Take

Nancy Buckley, editorial assistant on Luxury Daily, New York

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