

EVENTS/CAUSES

Bentley, Breitling collaborate to create jet team-inspired car series

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Bentley's Continental GT Speed Breitling Jet Team Series

By STAFF REPORTS

British automaker Bentley Motors is continuing its collaboration with Switzerland's Breitling through the launch of a new series of cars inspired by the watchmaker's Jet Team.

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The Continental GT Speed Breitling Jet Team Series will feature seven unique cars each inspired by one of the seven jets on Breitling's team. As Breitling embarks on its United States tour this summer, Bentley's collection comes at an appropriate time and will likely appeal to consumers.

Jet set

Bentley and Breitling have worked together on a number of collaborations in recent years. For example, in 2013 Bentley Motors elevated its partnership with Breitling by touting soccer star David Beckham as the campaign's ambassador.

The Breitling for Bentley collection featured numerous automotive-inspired watches that likely attracted automotive fans. Mr. Beckham was already acting as Breitling's global brand ambassador so extending his presence to Bentley signaled the strong rapport

between the two brands ([see story](#)).



One of the seven unique cars Bentley produced for its new series

This latest collaboration takes the relationship a step further. Bentley's unique series of Breitling inspired cars will appeal to fans of both the automaker and the watchmaker.

The Continental GT Speed Breitling Jet Team Series by Bentley will feature an exterior painted in the two-tone color scheme of Hallmark and Onyx with signature Breitling yellow accents.

Each car will match one of the seven jets on Breitling's renowned Jet Team and will be numbered accordingly. Bentley's new series will debut at the Boeing Seafair Airshow on July 31 in Seattle, where Breitling's Jet Team will be performing.

This expanded collaboration will likely keep consumers excited about both brands and prompt sales over the summer.

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