

EVENTS/CAUSES

Bentley boosts visibility among UK equestrian fans

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Bentley partners with The Jockey Club in the UK

By STAFF REPORTS

Bentley Motors is infusing itself into the heart of British horse racing by becoming the luxury automotive partner of The Jockey Club.

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Established in 1750 by the champions of British horse racing, and under the patronage of HRH Queen Elizabeth II, the Jockey Club operates 15 race courses in the United Kingdom. As Britain's second-largest spectator sport, Bentley will be visible among horse racing's fans and supporters.

And they're off

For its partnership role Bentley's Bentayga SUV model will be integrated into Britain's national racing culture, a sport that is actively watched by millions of consumers.

Bentley will be the official luxury automotive partner of The Jockey Club as well as the Cheltenham Festival and The Investec Derby t Epsom Downs in 2016. The Cheltenham Festival is a four-day event attended by 250,000 visitors and is the equivalent of jump racing's Olympics while the second festival is the world's most famous and richest race and is attended by HRH Queen Elizabeth II.

Furthermore, the Bentley and The Jockey Club partnership provides the automaker with opportunities to reach horse racing enthusiasts. Bentley consumers will also enjoy premium experiences at the races and in Newmarket or inside Jockey Club Rooms, a private members' clubhouse on The Jockey Club's racehorse gallops at The National Stud.



Bentley's Bentayga SUV

"Bentley and The Jockey Club share an illustrious heritage and are both committed to offering unparalleled luxury experiences in the context of supreme performance," Ken Rose, board member for sales and marketing at Bentley, said in a statement. "A day at the races is enjoyed by an audience of 6 million people a year in the UK, and we are thrilled to be able to participate in the passion and the excitement that the sport generates."

The Jockey Club operates leading racecourses in the UK including Cheltenham, Epsom Downs, Newmarket and Aintree.

Luxury automakers have worked with equestrianism in other capacities.

Last year for instance, British automaker Aston Martin interpreted its bespoke Q options to appeal to equestrian enthusiasts with a charity auction model.

The customized DB9 Volante was designed exclusively for the Menlo Charity Horse Show held in Los Gatos, CA. As one of the finest equestrian events in the United States, rooted in a legacy of philanthropy, the horse show likely drew an affluent crowd ([see story](#)).

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