

COMMERCE

Bentley increases bespoke potential through additional Flying Spur features

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Bespoke Flying Spur

By STAFF REPORTS

British automaker Bentley's in-house coach building division Mulliner is rolling out a new range of possibilities for consumers to personalize their bespoke Flying Spur sedans.

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Now, consumers will be able to make their vehicle their own with the addition of a refrigerated cooler, sterling silver atomizers, quilted leather or painted veneers. Consistently adding to the available features for bespoke lines enables automakers to continue to appeal to consumers' desires and needs, allowing them to create something that is uniquely their own.

Pick and choose

For the first time, Bentley is offering an optional bottle refrigerated cooler for its Flying Spur, which will be situated between the back seats of the car hidden behind a drop down armrest. The chilled compartment can stow a Champagne bottle, stopper and two flutes behind a frosted glass and chrome door.

The flute bases are designed to resemble the spokes of the wheels on the car, and two holders on the armrest will secure the glasses between drinks. This made-to-order compartment takes 15 hours for Bentley artisans to complete.

Allowing for more interior appearance customization, Mulliner is offering a painted veneer finish for the first time. Reflecting the expanded range of exterior colors available, the hand painted colors are selected and matched carefully by Bentley craftsmen.



Refrigerated Champagne cooler in bespoke Flying Spur

In addition to stowing Champagne bottles, the Flying Spur can now store Bentley branded sterling silver atomizers in its rear door. These can house water or perfume, allowing passengers to recharge as they ride.

The Flying Spur's center console can be configured into a storage compartment, with a specially designed space for watches and additional room for cufflinks or coins.

This center console can be personalized with Mulliner's signature quilting if the client so desires.

"Mulliner offers customer the opportunity to personalize their car over and above the 1 million plus combinations already available to them," said Geoff Dowding, director of Mulliner, in a statement. "Creating bespoke features is about understanding our customer needs and requirements and the Flying Spur is a perfect outlet for us to interpret their ideas."

Bentley has recently set out to prove its bespoke car division can serve a diverse audience.

British automaker Bentley Motors is wooing successful young athletes and musicians to cultivate influence with "Monster by Mulliner."

The "Monster by Mulliner" Continental GT V8 S is designed by Bentley's Mulliner Division and inspired by audio and video company Monster Inc. The limited-run and narrow focus of the market will likely make the car desirable to a small but influential group of consumers and shows off Bentley's bespoke capabilities ([see story](#)).