

AUTOMOTIVE

Bentley transitions from car to course via golf collection

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Bentley Golf collection

By STAFF REPORTS

British automaker Bentley is heading to the green with a new collection of bespoke golf equipment.

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Bentley Golf, produced in collaboration with Professional Golf Europe, includes clubs, bags, luggage and accessories featuring details that mirror the look of Bentley vehicles. This collection brings the Bentley lifestyle to a new area of consumers' lives, allowing loyalists to have more interaction with the brand on a day-to-day basis.

Driving range

Bentley Golf's clubs are hand forged in Ichikawa, Japan, a town whose forging heritage dates back to samurai sword-making. The clubs' shafts are made of steel or graphite with custom leathers for the grip.

To house the clubs, Bentley has created bags made of waterproof materials, including leather.

Accessories include golf balls, a ball marker made of sterling silver, a leather glove, bag towel, umbrella, a cap and golf tees.



Accessories from Bentley Golf collection

Design details reflect the lines of the Continental or Mulsanne, and luggage and clubs feature signature looks such as quilting and knurling.

Bentley has been extending its brand further into lifestyle products.

In 2014, Bentley Motors embarked on a five-year partnership with high-end smartphone manufacturer Vertu to further round out its lifestyle options.

Both brands build their products in Britain, so the amplified heritage will likely appeal to consumers looking for

authenticity ([see story](#)). The pair recently released their third phone together ([see story](#)).

Bentley has continued to establish itself as a choice purveyor of more than just cars.

Last September, the company unveiled its new luxury collection at the Frankfurt International Automobile Exhibition. With seven lines of clothing, accessories and more, Bentley relies on its loyal consumers to diversify its brand and differentiate it from its automotive competitors ([see story](#)).

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