

AUTOMOTIVE

Bentley reels in fly fishers with bespoke Bentayga

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The Bentley Bentayga Fly Fishing by Mulliner

By STAFF REPORTS

British automaker Bentley Motors is keeping affluent anglers in mind by accessorizing its Bentayga model specifically for fly fishing.

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The Bentayga is Bentley's first foray into the SUV category, making this sports package align with an active and adventurous owner. Touted as the ultimate luxury car for fly fishing, the Bentley Bentayga Fly Fishing was designed by the automaker's in-house bespoke division, Mulliner.

A Bentley runs through it

The Bentley Bentayga was fitted by Mulliner with all the equipment a fly fisher would need for a day on the river.

Within the vehicle, fly fishers can store up to four rods in protective tube cases trimmed in saddle leather with linen cross-stitching. A pair of nets in matching leather bags are also stored in a carpet-lined pocket in the side of the Bentayga's trunk.



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Also featured is a master tackle station and refreshment case set on top of a sliding tray. The master tackle is made of Burr Walnut and includes a fly-tying vice and tools as well as cotton, hooks and feathers to make flies on the go. Beneath the tackle box is space for four reels.

For the refreshment case, Bentley included three metal flasks and a set of Mulliner tableware and a separate food compartment.

Anglers' waders and boots can be conveniently stowed in a handcrafted saddle leather wood trunk lined with hard-wearing neoprene to keep items in a waterproof environment. The trunk also includes an electronic dehumidifier unit to ensure all materials stay dry.



Bentley's Bentayga Fly Fishing trunk space

"The Bentayga Fly Fishing car showcases the breadth and level of detail a customer can expect from Mulliner," said Geoff Dowding, director of Mulliner, in a statement. "This is an individual bespoke solution and our skilled craftspeople can design elegant and exquisitely executed bespoke solutions to complement any customer lifestyle or hobby.

"Fly fishing is a sport that requires a variety of equipment and clothing, so it was essential to package the rods, reels, waders, boots and fly-tying station into the car in a luxurious, accessible and elegant way – and the end result is truly extraordinary," he said.

Bentley's lifestyle division works to create goods that will appeal to all of its driver's hobbies.

For example, the automaker is also heading to the green with a new collection of bespoke golf equipment.

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 ([see story](#)).