

AUTOMOTIVE

## Bentley concept aims to redefine electric motoring in luxury sector

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*Bentley EXP 12 6e, an electric concept vehicle*

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By STAFF REPORTS

British automaker Bentley Motors is sharing with attendees of the Geneva Motor Show its ambitions to define the electric luxury automotive segment with a new concept vehicle.

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On March 7, Bentley unveiled its electric concept vehicle the EXP 12 Speed 6e, a model that evokes the automaker's levels of craftsmanship and refinement paired with electric performance and grand touring capabilities. As all sectors make moves to become more sustainable, the automotive industry has been heavily pressured to adapt to changes in consumer expectation and demand by embracing alternative fuel sources.

### Electric EXP

The Bentley EXP 12 Speed 6e is an all-electric model, but does not compromise its high-performance, a common fear among drivers and fans of high-end automakers.

To ensure standards of performance are met, Bentley has invested in technologies such as rapid inductive charging and state-of-the-art concierge-style services within the concept vehicle.

Charging capabilities are vital to the success of an electric model. Bentley's high-speed inductive charging will be able to provide a range sufficient for long drives. The automaker cites a trip between London and Paris or Milan and Monaco, as measures of its concept car's capabilities on a single charge.



*Bentley EXP 12 6e, an electric concept vehicle*

On-board technologies include a high-definition OLED screen fitted into the central console, made from a solid piece of curved glass. The screen will control the vehicle's navigation, entertainment and climate control systems to make drivers and passengers' rides enjoyable.

Steering wheel controls will give the driver the ability to limit speed or boost performance with the touch of a button, depending on the environment. For passengers, Bentley has included a personal control panel in front where social media, email and entertainment can be accessed.

"The EXP 12 Speed 6e is a concept to show that Bentley is defining electric motoring in the luxury sector, with the appropriate technology, high-quality materials and refinement levels you'd expect from a true Bentley," said Wolfgang Durheimer, chairman and chief executive of Bentley Motors, in a statement.

"This concept enables us to engage with luxury customers and gather feedback on our approach," he said. "Bentley is committed to offering an electric model in its future portfolio and we are interested to receive feedback on this concept."



*Interior of Bentley EXP 12 Speed 6e, an electric concept vehicle*

The automaker hopes that unveiling the concept at the Geneva Motor Show will start conversations with the luxury car buyers of tomorrow, such as millennials, members of Generation C and the affluent in emerging markets.

Bentley's EXP 12 Speed 6e will be on display at the Geneva Motor Show through March 19.

Electric motoring is not the only sector Bentley wishes to disrupt.

The British automaker just upped exclusivity in the SUV market with a new vehicle developed by its bespoke division.

Bentley will begin taking orders this spring for a new SUV vehicle created from its bespoke department, Mulliner.

The Bentayga Mulliner SUV will be available to a limited number of affluent consumers, equipped with numerous new features such as a built-in cooler ([see story](#)).