

AUTOMOTIVE

Bentley takes to the waters for latest road innovation

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Bentley looks to the yacht world for its latest bespoke model

By BRIELLE JAEKEL

Bentley Motors is the latest automaker to align its brand with the yachting industry, as it partners with Princess Yachts for its newest convertible.

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Mulliner, the bespoke division of Bentley, is introducing a new convertible model that is designed after a luxury yacht concept. After collaborating with Princess Yachts, Bentley's new Continental GT Convertible Galene Edition hopes to recreate a luxury yachting experience on dry land.

"Bentley is offering unique interior materials and colors that make the Continental look like it's an accessory to a superyacht, like the new, sexy Airbus H160 helicopter," said Bob Prosser, president and creative director at Auto World Marketing. "An example of new interior materials is a unique wood finish called "Pinstripe Walnut" that will be used in the Continental's rear boot, center stack and front console.

"The effect of Pinstripe Walnut is pleasing," he said. "For instance, when you open the rear boot, you are reminded of the flooring in the cabin and lounge areas of a luxury yacht."

Yacht design

The convertible's exterior is finished with colors Bentley calls Glacier White and Sequin Blue, inspired by the yachting world.

A 4.0 liter twin-turbo V8 powerplant with 507 PS and 660 Nm will power the bespoke convertible, fitted under a dark blue hood. The top is a four layer retractable hood that is modeled after Bentley's Continental GT experience.



Bentley's Continental GT Convertible Galene Edition

Twenty-one-inch polished Propeller wheels are also fitted in the new Mulliner vehicle.

Linen and Portland hides line the interior featuring camel cross stitching with Linen, Portland and Brunel on the door panels, as well as the dashboard, center console and armrests. The steering wheel is fitted with Linen and Brunel and a Camel 12 o'clock stripe.

Camel stitching also embroiders the headrests, while a stowage case featured in Glacier White is lined in Brunel Alcantara. Fascia panels will also feature the Glacier White.

However, customers are able to opt for a hand-painted Jaume Vilardell illustration of a super yacht alongside the Mulliner script.

Pinstripe Walnut will make its debut with the Galene vehicle as Bentley's newest material finish. It also possible to get it installed with the bespoke illuminated treadplates.



Bentley's Continental GT Convertible Galene Edition

Bentley hopes to recreate an experience on the road that mirrors the luxury experience on the water that affluent consumers get from luxury yachting. The high-end bespoke model hopes to exude elegance.

Yachts and auto

Auto brands are working more closely with yacht brands in hopes to increase a luxury experience.

For instance, British automaker Aston Martin diversified its brand by highlighting the Art of Living.

The Art of Living campaign compiled a selection of products and experiences that go "Beyond Beautiful Cars" to develop a more cohesive branded lifestyle. Among the offerings of the Art of Living is a 37-foot powerboat created in partnership with Quintessence Yachts.

The boat will take after the automaker in mixing the Aston Martin aesthetic with a high level of craftsmanship ([see more](#)).

Japanese automaker Lexus also dove into the boating sector with a new sporting yacht concept, alluding to a future in new lifestyle markets.

Manufacturers are branching out into new areas that cater to overlapping audiences, and that is what Lexus is referring to with its new yacht. The automaker's metaphorical jump into boating starts with a sport yacht design with

high-performance twin engines, not intended to be put into production ([see more](#)).

"As I understand it, Bentley will only build 30 Galene Editions worldwide with a premium price tag to boot," Mr. Prosser said. "If true, I have no doubt all will be spoken for in very short order."

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