

Bentley turns to mobile app for Continental GT exploration

September 18, 2017



Bentley Motor's Continental GT shown on the Boyd app. Image credit: Bentley

By STAFF REPORTS

British automaker Bentley Motors is bringing its celebrations for the new Continental GT model to the small screen through a new mobile application.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Bentley has collaborated with award-winning lifestyle app Boyd to create an interactive experience surrounding its Continental GT's launch. Boyd's app platform allows for immersive discovery on a mobile device's screen, recreating the in-person dealership experience.

Mobile showrooming

Available for [Apple](#) and [Android](#) devices, Boyd's app lets potential Bentley buyers explore the automaker's latest model.

By touching parts of the vehicle on a device's screen, Boyd will bring up content to explain the detail. A tap on the vehicle's tires and hubcaps, for example, opens content related to those features.

When the app user swipes the Bentley Continental GT's luggage area, Boyd will display the vehicle's unladen and fully-laden views. If the user taps on the headlights, the lights will turn on and off, and additional content will explain the design.

Nearly every aspect of Bentley's new Continental GT is explored in detail through Boyd's mobile technology.



Bentley's Continental GT shown on an Apple iPad via the Boyd app. Image credit: Boyd

Boyd's information was provided by Bentley's experts who design and build its automobiles.

The app also allows for the mobile discovery of Bentley's Bentayga model.

Digital awareness has been part of Bentley's marketing strategy for the new Continental GT.

With an emphasis on craftsmanship and power, Bentley weaved together a series of stories to tout the Continental GT.

Bentley's "Continental Stories" is a series of digital campaigns all centered on the Continental model through various initiatives. The automaker closely aligns its brand with art and pure performance power with various measures such as an art collaboration and private jet partnership ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.