

MEDIA/PUBLISHING

Bentley's correlation to Britishness explored in new book

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Bamford Watch Department founder George Bamford is a Bentley Boy. Image credit: Assouline

By STAFF REPORTS

British automaker Bentley Motors is bringing its extraordinary spirit to the printed page.

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Published by Assouline, "Be Extraordinary: The Spirit of Bentley" was penned by Parisian photographer Aline Coquelle and tells the history of the nearly 100-year-old automaker. Considered "the most-definitive British luxury car company," Bentley was founded in 1919 by Walter Owen Bentley in Cricklewood, North London.

A book of Bentley Boys

When Mr. Bentley, known as W.O., built his first automobile, he set out to design a fast and good car that was built to be the best in its class.

As one of the world's oldest and most-prestigious automakers, Mr. Bentley's original convictions have been upheld in the decades since the brand's founding.

This has included Bentley's five total, and four consecutive wins at the 24 Hours of Le Mans race. Bentley's Le Mans wins have precipitated its "romance, heart, resolve and spirit" that the automaker is now known for ([see story](#)).

Ms. Coquelle's coffee table book, published by Assouline in December, recounts the marquee's history as well as its association as an "arresting and eloquent voice for the British persona."

The book focuses on the many "Bentley Boys" of today, a tribe of British and Bentley adherents that have found inspiration and motivation in what it means to be from Britain.

Ms. Coquelle's The Spirit of Bentley features Bentley Boys such as Pink Floyd's Nick Mason, fashion designer Alice Temperley and interior decorator Kelly Hoppen, among others.

Assouline describes the 292-page hardcover tome as "a celebration of the enlivening fire behind the [Bentley] as synonymous with the U.K. as the Union Jack."

The \$195 book is currently available for preorder on Assouline's Web site and will begin shipping Dec. 15.

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