

AUTOMOTIVE

Bentley honors founder's legacy with limited-edition Mulsanne

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The Mulsanne W.O. Edition was inspired by famed 8 Litre. Image Credit: Bentley Motors

By SARAH RAMIREZ

British automaker Bentley is ramping up its milestone centennial celebrations with the release of a limited-edition vehicle.

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Mulliner, the bespoke division of Bentley, is paying tribute to brand founder W.O. Bentley with the Mulsanne W.O. Edition. The special model is yet another example of the automaker embracing its storied legacy as it looks towards the future.

"The vision W.O. [Bentley] had for the business is still engrained in Bentley today as we enter our 100th year," said Brad Mace, marketing coordinator at Mulliner, Bentley, Crewe, Britain. "This limited-edition starts the centenary celebrations using a car that is entwined in Bentley's DNA and its history."

W.O. Edition

Production of the Mulsanne W.O. Edition is limited to 100 vehicles, and celebrates the 8 Litre, the last car Mr. Bentley designed for his eponymous brand.

"When the discussions on this car started it was already clear that the best way to celebrate W.O. was with his personal and favorite car, his 8 Litre," Mr. Mace said.

"The 8 Litre was such a significant car for W.O.," Mr. Mace said. "It was his masterpiece and the car he thought of most fondly out of all the cars he designed, owned and drove."

The standout detail in each Mulsanne W.O. Edition is a sliver of the original crankshaft from W.O. Bentley's personal 8 Litre car. Each individual piece is displayed in a Mulliner cocktail cabinet.



The Mulsanne W.O. Edition features a cocktail cabinet displaying the original crankshaft from Bentley's personal 8 Litre. Image credit: Bentley Motors

"The crankshaft was removed from W.O.'s 8 Litre during a sympathetic restoration where it was replaced to preserve the car for the future and ensure it could still run," Mr. Mace said. "At the time, it wasn't apparent what the use for the crankshaft could or would be, but the decision was to keep it as part of Bentley's history.

"After looking into the story of the 8 Litre, it made more and more sense for us to include a piece of it in the car, which led the engineering team to find out a way of dividing a piece of metal into 100 pieces and preserving and displaying it inside a Mulsanne."

Bentley released a short film detailing the concept and process behind the new Mulsanne.

Bentley's new campaign tells viewers the history of the original 8 Litre. Credit: Bentley Motors

It begins with curators uncovering Mr. Bentley's crankshaft, as the narrator tells the story of the original 8 Litre. An 8 Litre is digitally recreated, showcasing its beauty and craftsmanship.

"We wanted to tell viewers the story of the 8 Litre, how it was a special car and how it has inspired the Mulsanne W.O. Edition by Mulliner, a car that is celebrating craftsmanship, passion and focus from the early days of Bentley up to today," Mr. Mace said.

From there the film introduces the new handcrafted Mulsanne. Each includes a numbered plate engraved with Mr. Bentley's signature.

Customers can specify the W.O. Edition to any model in the Mulsanne range. It will publicly debut at Monterey Car Week in August, and deliveries will begin in 2019.

Centennial celebrations

While Bentley is a legacy brand that has a strong appreciation for its heritage, it continues to innovate and look towards the future.

Bentley is investing heavily into sustainability by creating the United Kingdom's largest solar-powered carport that employs more than 10,000 solar panels ([see story](#)).

Employing solar power is not the only way that Bentley has invested in the future. The brand has also looked to draft and nurture the next group of talented apprentices with the hope of planning a strong future for its company ([see story](#)).

With its centennial, Bentley will be sharing its history with the next generation of automakers and auto fans.

Last week, Bentley began celebrations for its 100th anniversary with a campaign reflecting on its long history of innovation and craftsmanship.

The short film, "Together we are Extraordinary," tells the story of Bentley and its achievements, starting with its founder. Much like Bentley itself, the new film uses advanced technology to create a striking end result ([see story](#)).

Bentley's reveal of the Mulsanne W.O. Edition by Mulliner is one of the automaker's first announcements leading up to its centenary in 2019.

"This Limited Edition starts the centenary celebrations using a car that is entwined in Bentley's DNA and its history," Mulliner's Mr. Mace said. "This is a car that celebrates the man, Walter Owen Bentley, and his finest engineering

achievement.

"For Mulliner, it's celebrating a relationship that started with Bentley in 1923 and goes on to this present day," he said. "Mulliner was his chosen coachbuilder for his personal car so it's only fitting that Mulliner are part of the celebrations."

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