

AUTOMOTIVE

## Bentley brings the office to its vehicles with new connectivity features

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*Image credit: Bentley*

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British automaker Bentley is appealing to busy business executives with the introduction of secure, in-car WiFi.

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Automakers are answering consumer demand by integrating more technology, from wireless offerings to advanced audio systems and mobile applications. By developing a fast and private network, however, Bentley ensures that passengers can complete sensitive business with peace of mind.

### Advanced connectivity

The automaker partnered with global communications company Viasat to develop the wireless system.

Touchscreens are discreetly placed inside the front seats, so passengers in the back can view the monitors when needed. This creates an elegant and comfortable workspace while driving long distances.



*Bentley is rolling out in-car WiFi. Image credit: Bentley*

Owners can access the system through a mobile application on their phone. A maximum of three mobile networks can function on the signal.

Users will be able to use Bentley Skype for Business and other office-oriented applications, including word processors and video conferencing.

Outside of work responsibilities, passengers can also stream online videos in high definition for a more relaxing and entertaining car ride.

In addition to offering a secure network, Bentley Advanced Connectivity is also reliable when traveling at high speeds. Even when the vehicle reaches speeds of 70mph, users will be able to simultaneously access the business and entertainment applications without interruptions.

Advanced Connectivity is now available in the Mulsanne and all Bentley models in 2019.

Consumer connections

Connectivity continues to be a priority among premium automakers.

Consumer satisfaction with new-vehicle technology has improved, but automakers need to be keen about what features drivers use the most to make the wisest investments of their efforts.

According to the [J.D. Power 2018 U.S. Tech Experience Index \(TXI\) Study](#), navigation and voice recognition are among the most popular technologies used by drivers, but they are more likely to use their smartphones for those features than in-vehicle touchpoints. Automakers should instead focus on technology they alone can provide, though adoption of these advanced features varies widely among car manufacturers ([see story](#)).

Some of these technology efforts go beyond in-car experiences and cover the entire consumer journey.

Italian automaker Lamborghini is partnering with a leading software company to give drivers a more connected digital experience.

Consumers are increasingly relying on technology to enhance their driving experiences, in and out of their vehicles. A new collaboration between global CRM provider Salesforce and Lamborghini will offer improved customer communications and streamline the customer journey, and includes a new mobile application ([see story](#)).

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