

AUTOMOTIVE

Bentley marks centennial with concept car unveiling

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Bentley EXP 100 GT. Image courtesy of Bentley

By STAFF REPORTS

British automaker Bentley Motors is celebrating its 100th birthday on July 10 with the reveal of a new concept car.

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The EXP 100 GT is designed to modernize grand touring, with zero emissions and a design that blends technology and hand craftsmanship. While Bentley has been embarking on a number of efforts to mark 100 years in business, this unveiling is timed to the date of its anniversary, adding significance to the occasion.

Grand touring

Bentley has hinted that the car will enable both human-controlled and autonomous driving.

Bentley is teasing its EXP 100 GT through a short social video, offering a glimpse of the car's details.

The automaker is making the reveal a consumer-facing affair. Through July 6, individuals can go to a microsite to sign up for the event on July 10 at 4 p.m. BST.

Bentley EXP 100 GT teaser

Bentley's centennial celebrations have been a year-long campaign.

The automaker began to mark the milestone last July with a campaign reflecting on its long history of innovation and craftsmanship.

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

Bentley Motors recently released a collector's vehicle, as the marque reimagines its past to celebrate its centennial.

The Continental GT Number 9 Edition by Mulliner joins the Mulsanne W.O. Edition as a special model that pays tribute to Bentley's legacy. These vehicles draw attention to the automaker's past while emphasizing the innovations of the last century ([see story](#)).

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