

AUTOMOTIVE

Bentley details its future with a new concept

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Bentley's new concept. Image credit: Bentley

By STAFF REPORTS

British automaker Bentley Motors is thinking of the future with a new concept design that eliminates any emissions with the option for full mobility.

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The new concept car, which is another celebration for Bentley's 100th birthday, has a range up to 435 miles and features a digital personal assistant. Revealed at The Home of Bentley in Crewe on July 10, The Bentley EXP 100 GT is what the automaker is calling the embodiment of the brand's future.

Future of Bentley

While the vehicle is powered by a series of artificial intelligence technologies, it keeps the Bentley brand alive with its focus on style.

The Bentley Personal Assistant helps the driver and passenger achieve the highest possible level of comfort and convenience. In addition, the car will feature Adaptable Biometric Seating and three different configurations.

While Bentley has been embarking on a number of efforts to mark 100 years in business, this unveiling was timed to the date of its anniversary, adding significance to the occasion ([see story](#)).

"Today, on our centenary, we demonstrate our vision of the future of our marque, with the Bentley EXP 100 GT a modern and definitive grand tourer designed to demonstrate that the future of luxury mobility is as inspirational and aspirational as the last 100 years," said Adrian Hallmark, chairman/CEO of Bentley, in a statement. "Bentley has, and will continue to enhance and enrich every single journey and the lives of every single person who travels in, or has the honor to be a part of creating our extraordinary products."

Bentley unveils a concept for the future of its brand

Bentley Motors' bespoke division is working with Savile Row tailor Huntsman to spotlight a dual occasion.

Mulliner, Bentley's bespoke division, and Huntsman are both celebrating their 100 years in action by working together on two designs of Bentley's Bentayga vehicle. While Bentley was founded in 1919, Huntsman established

its boutique on Savile Row that same year ([see story](#)).

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