

AUTOMOTIVE

Bentley augmented reality app for new Flying Spur allows "test drive"

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Auto mobile: Bentley's augmented reality app ups the ante for tech support to customers and prospects looking into the new Flying Spur touring sedan. Image credit: Bentley

By STAFF REPORTS

Bentley Motors has introduced a new augmented reality application to support the launch of its new Flying Spur touring sedan, adding yet another element of mobility that meets the needs of its tech-savvy, affluent customer base.

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Customers and prospects will be experience the Flying Spur ahead of first deliveries taking place in the first quarter of next year.

Apple and Android users can explore the exterior and interior of the Flying Spur in two different specifications.

New appetite

Bentley said the specifications represent the luxury and performance characteristics of the Flying Spur.



The AR app allows users to customize their Flying Spur on mobile devices. Image credit: Bentley Motors

The luxury specification is a Meteor exterior, with an interior finished in Brunel and linen hides.

By contrast, the performance specification has an Extreme Silver exterior with Beluga leather accented by Hotspur stitching, the Crewe, England-based company said. It also features the newly launched Blackline Specification.

Both configurations showcase the Mulliner Driving Specification, Rear Seat Entertainment, Bentley Rotating Display and the new Flying B mascot.

In addition to choosing multiple specifications, users can change the size of the car, viewing it on a tabletop or scaling up to a full-size simulation.

Even one better, app users are also able to take the Flying Spur on an augmented reality test drive.

Consumers can download the app from the [Apple App Store](#) and [Google Play Store](#).

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