

AUTOMOTIVE

Bentley Motors eyes skiers with Bomber Ski partnership

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U.S. ski racer Bode Miller posing with the Bentley Bentayga and the new Centenary Edition skis produced in collaboration with the British automaker. Image credit: BomberSki

By STAFF REPORTS

Bentley Motors has partnered with U.S.-based Bomber Ski to produce special-edition skis to mark the British automaker's centenary.

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The Centenary Edition ski comes with 24-karat gold-plated, diamond-shape inserts. It took the Bentley team 18 months working with New York-based Bomber's local and Italian teams to ensure that the ski was attractive to both professional and amateur skiers.

"The design was inspired by the visual language of Bentley's centenary concept car, the EXP 100 GT, and developed into a beautiful three-dimensional structure that actually enhances the performance of the ski," said Bentley lead designer Chris Cooke in a statement.

"Everything we design has purpose, so the 3D geometry on the surface of the ski not only creates a dramatic aesthetic but is concentrated around the areas where support and response are needed most by the skier," he said.

Bentley is looking to promote both its Bentayga sports utility vehicle and its new Continental GT car.



Bode Miller with the special-edition skis made to honor Bentley Motors' centennial. Image courtesy of Bentley Motors

New run

U.S. ski racer and Bomber Ski part-owner Bode Miller had a say in the design of the limited-edition ski.

Only 100 pairs of **limited-edition Centenary Ski** will be made.

In addition, Bentley and Bomber Ski will also collaborate on the **Black Diamond Edition ski**, finished in gloss black and with the distinctive Bentley diamond motif weaving its way across the highly polished ski, transitioning from a negative to a relief design, adding a textural finish that is rare to find within the ski market, Bentley said.

In the Black Diamond edition, the six diamonds are accentuated in a gloss black finish, and the sharp surrounding lines are formed using a highly unique pressing process.

Only 200 pairs of the Black Diamond edition will be made.

Made in the Bomber factory in Biella, Italy, each pair of skis takes roughly 32 hours of craftsmanship from start to finish.

The Bentley wings logo sits at the top of the skis and the Bomber Ski marque at the tail.

The skis are made of aluminum to reflect the brushed aluminum of Bentley's Continental GT models.

While the skis are currently available only in 171cm length, more sizes will be launched next month.

Consumers can buy the skis at **Bomber Ski online** and at its retail locations and via distributors.







A pair of the special-edition Bomber Skis made to mark Bentley Motors' 100 years in operation. Image courtesy of Bentley Motors

THE PARTNERSHIP between the two brands will extend to incorporation in **Bomber Experiences**, a program of skiing, dining and aprs-ski experiences at five-star destinations, per Bomber Ski.

For example, Bomber Ski customers can drive some of the Bentley models at its ski events to get a feel of the car.

"Bomber fuses European aprs ski culture with timeless, elegant, understated luxury to elevate the ski experience," said real estate developer Robert Siegel, Bomber Ski's primary owner, in a statement.

"It's a spirit, a lifestyle, an attitude, that invites skiers to explore alpine experiences and create memories that they will treasure and relive infinitely throughout their lifetime," he said.

"I believe creating unforgettable memories with loved ones is the ultimate luxury and I am pleased to have Bentley on board to further enhance Bomber Ski's experiences."

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