

AUTOMOTIVE

Bentley visualizes craftsmanship via drone-captured footage

January 15, 2020



Bentley's factory. Image courtesy of Bentley

By STAFF REPORTS

British automaker Bentley is detailing the lengthy process that it takes to craft its Bentayga Speed sport utility vehicle by following the construction from start to finish.

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While the Bentayga Speed can go from 0 to 60mph in 3.8 seconds, it takes 127 hours or 16 working days for Bentley craftspeople to build each vehicle. Compressing the experience down to two minutes, the film shares a bird's eye view of the making of the car.

Car craftsmanship

Bentley filmed its footage by using a drone fitted with a wide-angle camera. The drone was flown by using a live video feed to first-person goggles.

This film style enabled Bentley to get footage from its production center, with swooping views directly from the floor. Bentley says it believes this is a first for the auto industry.

The short begins outside of the factory, as the drone flies into the door and heads to the wood shop. Each Bentayga uses wood from the same tree to ensure that all the finishes match.

Floating further into the production, the drone captures workers as they work on trim. Craftsmen take eight hours to transform hides into trim by cutting, sewing and embroidering.

Along with leather, the Bentayga Speed is the first Bentayga model to offer Alcantara for interior details such as the steering wheel and seats.

It takes a team of 30 people 13.4 hours to test the Bentayga Speed's engine.

Also in the process is a 24-hour timeframe during which the car is painted in either one of 87 shades or a bespoke hue.

Finally, a team of 230 people puts the car together. After 19 hours of assembly, the Bentayga speed is ready to drive.

Final shots show the car driving off into the sunset.

Bentley's film tracks the creation of the Bentayga Speed

The Bentayga Speed can reach top speeds of 190mph, making it the fastest SUV. Beyond being the speediest, Bentley says that the Bentayga is the SUV that has the most hours of hand craftsmanship.

While craftsmanship films are common among fashion brands, automakers are taking a page out of their book by sharing their own artisan processes.

For instance, Toyota Corp's Lexus had its dedicated craftsmanship showcased in a digitally released film.

"Takumi," directed by Clay Jeter, follows the lives of four different Japanese individuals dedicated to their respective crafts. All of these individuals are considered to be in the highest level of artisan in Japan, named Takumi, one of whom is a dedicated automotive craftsman for Lexus ([see story](#)).

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