

AUTOMOTIVE

## Bentley reopens all 40 showrooms in China to begin first deliveries of new Flying Spur

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*Bentley Motors has reopened its China showrooms to start selling the third edition of its Flying Spur grand touring sedan. Image courtesy of Bentley Motors*

By LUXURY DAILY NEWS SERVICE

British automaker Bentley Motors has reopened its 40 dealerships in China as the country recovers from the COVID-19 coronavirus that originated in Wuhan.

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The Crewe, England-based company has also begun deliveries of its third-generation Flying Spur grand touring sedan. Bentley is maintaining protocols to keep its China employees and customers safe.

"During this difficult time, a series of practices were in place to protect the well-being of our stakeholders and safeguard services for our customers," said Kim Airey, managing director of Bentley Motors Chinese Mainland, Hong Kong and Macao, in a statement.

"We have been paying close attention to developments surrounding the outbreak and are now pleased to be able to reopen our showrooms, with robust safety measures put in place, and allow customers back in to experience the extraordinary Bentley line-up," he said.

Spur sales

**Bentley** is adhering to local guidelines and regulations to make the shopping experience safe.

The Volkswagen-owned company has extended opening hours to reduce showroom traffic, upped cleaning and protective equipment in place, and implemented digital presentations where possible.

The China dealers have also introduced a flexible, online-sales approach to limit human interactions and adopted a number of social distancing measures to avoid the spread of COVID-19.

Bentley is banking on China delivering growth this year as other markets in Europe, North America, Middle East and Asia have stalled over COVID-19 country lockdowns.

Chinese customers and prospects will have the choice of 127 exterior paint and interior color split combinations for the Flying Spur.

The electronically deployed, hood-mounted Flying B mascot has found favor with Chinese customers, with more than 50 percent opting for this symbol.

The Flying Spur boasts many other technological enhancements, including electronic all-wheel steering.

First deliveries of the car were made across the United Kingdom and Europe in the first quarter. Next up are deliveries in Eastern markets, North America and the rest of Asia throughout the year.

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