

AUTOMOTIVE

Bentley Motors gives Bentayga SUV an upgrade as part of Beyond100 business plan

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The new Bentley Bentayga is part of the automaker's Beyond100 business plan. Image courtesy of Bentley Motors

By LUXURY DAILY NEWS SERVICE

U.K. automaker Bentley Motors has redesigned its Bentayga sports utility vehicle with refreshed interior and exterior looks and improved technology.

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The car, which competes in its segment with the Rolls-Royce Cullinan SUV, is the first vehicle in the Bentley fleet to get a makeover as part of its Beyond100 business plan. The aim is to make the vehicle more environmentally friendly and also more exclusive.

"With the new Bentayga, we're repositioning the pinnacle of the luxury SUV segment to be even higher, even further away from the competition," said Bentley chairman/CEO Adrian Hall in a statement.

"We've listened to our customers and made improvements to the areas most important to them, and the new Bentayga is a thoroughly modern and beautiful extension of the original car's abilities and achievements," he said.

The new Bentayga launches as Bentley makes difficult cuts to staffing as it copes with the fallout from COVID-19 lockdowns worldwide ([see story](#)). It also comes just as Bentley retires its Mulsanne sedan, now replaced by the Flying Spur as the new company flagship.



Bentley Bentayga side view. Image courtesy of Bentley Motors

Family resemblance

The new Bentley draws inspiration from the third-generation Continental GT and new Flying Spur flagship, both of which have also received upgrades over the years. The three vehicles are now more visually connected than ever before.

The larger, assertive matrix grille is now more upright, while new, intelligent LED matrix headlamp technology includes the Bentley design inspired by cut crystal glassware. The more aggressive front bumper alludes to the performance characteristics of the SUV.

Heated, wet-arm windscreen wipers are introduced for the first time, with 22 washer jets in each arm.

At the rear, the new Bentayga has undergone a major transformation, with a total redesign of the rear surfaces including a new full-width tailgate with new encapsulated lamps, while the licence plate has been moved down into the bumper for a cleaner appearance, the company pointed out.

Wide, split tailpipes indicate the sporty nature of the car.

A 20mm increase to the rear track width brings dynamic benefit and repositions the wheels in their arches to improve the car's stance. The wheels are a new design to Bentayga.

Among the major changes to the interiors are a new center fascia and steering wheel, new door trims and refreshed seats, with ventilation in the rear of the five-seat cabin option.

Passengers in the rear also enjoy significantly more space, with legroom increased by up to 100mm depending on configuration, Bentley said.



Rear view of new Bentley Bentayga. Image courtesy of Bentley Motors

A next generation infotainment system is integrated seamlessly into the handcrafted, Bentley "wing" dashboard design and features a 10.9-inch display screen with edge-to-edge graphics, the company said.

The all-new digital display includes super high-resolution and dynamic graphics that are configurable to suit driver preferences.

Wireless Apple CarPlay is standard for the first time, complemented by the existing wired system, with an Android Auto option for those not on the iPhone platform.

Rear seat occupants will see a new, larger touchscreen remote control tablet, much like that introduced in the all-new Flying Spur.

There is increased connectivity and a dedicated app for in-car and remote services.

Bentley said the new model will initially be launched in Bentayga V8 guise, with the plug-in Hybrid and W12-powered Speed versions to follow this year.

Chris Cole, Product Line Director for Bentayga, comments:

"We listened closely to our existing Bentayga customers, then addressed their comments to ensure the new model offers an even more complete, all-round proposition," said Chris Cole, product line director for Bentayga, in a statement.

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