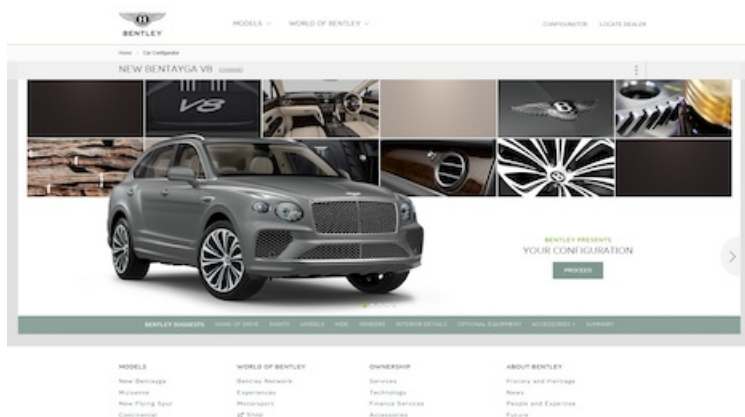


AUTOMOTIVE

Bentley further digitizes operations with online configurator for Bentayga

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Bentley has extended its online configurator to its Bentayga SUV. Image courtesy of Bentley

By LUXURY DAILY NEWS SERVICE

British automaker Bentley Motors has debuted its Bentayga SUV on the company's online car configurator, thus further digitizing operations and adding a much-appreciated personalization element.

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Customers and prospects can visit the Bentayga page on the company's Web site and customize their vehicle with an unlimited number of combinations. Bentley is working with Intel artificial intelligence technology to enable the online configuration.

"My job is to unite technology and luxury in the production of digital Bentleys with the same fusion of craftsmanship, innovation and sustainability as our physical cars," said Paul Chapman, virtual media manager at Crewe, England-based Bentley in a statement.

"I am often asked how many images are required to recreate a Bentley which can have up to 10 billion possible configurations in the digital space, and the new Bentayga required 280,000 images to display all the customer options," he said. "If I was to print them all out on A4 paper, the stack of paper would be 28 meters high."



The new Bentley Bentayga. Image courtesy of Bentley

Millions served

The complete configurator uses more than 1.7 million rendered images to deliver an almost infinite number of options to the customer for the full Bentley model range, the company said.

Images of single components are taken directly from **Bentley's** digital warehouse, linked to engineering and manufacturing systems, displaying a life-like render of a customer's vehicle.

All 280,000 images for the new Bentayga were analyzed and checked, including veneer and stitch alignment, as well as the flow of hand cross-stitch in the cabin.

The digital craftsmen received training in the same processes and techniques from their colleagues in production, Bentley said.

In addition to empowering shoppers, online configurators also give automakers intelligence on evolving customer tastes.



Interior of the new Bentley Bentayga as seen in the online configurator. Image courtesy of Bentley Motors

Take Jaguar Land Rover UK, for example. The company has found its digital sales services may be the remote-retail model of the future for car purchases, especially with the response to its online configurator capability.

The British automaker in May 2019 started offering consumers the option to use the online configurator to buy the vehicle they built at the click of a button. That option sits alongside other online offerings such as part-exchange valuations, finance quotes, finance applications and online reservations (**see story**).