

AUTOMOTIVE

UK's Bentley Motors to debut rainbow-hued car to support Pride, hope and gratitude

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Bentley has painted its Continental GT V8 convertible car in bespoke rainbow colors to support pride in diversity, hope and gratitude as business returns to normalcy, and local community. Image courtesy of Bentley Motors

By LUXURY DAILY NEWS SERVICE

British automaker Bentley Motors is supporting diversity and the LGBTQI+ community with a new car wrapped in a rainbow design showcasing six of the British automaker's bespoke paint colors.

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The Crewe, England-based company is partnering with Cheshire East Council for the North West of England's first virtual Pride event that takes place July 25. A Bentley Continental GT V8 Convertible will boast the rainbow colors to mark the event.

"We embraced the opportunity to create our first rainbow car, because rainbows are recognized as an icon for the LGBTQ+ community and Pride events which celebrate individuality and take place around the world during June and July," said Astrid Fontaine, Bentley's member of the board for people, digitalization and IT, in a statement.

Bentley is one of the leading luxury automakers worldwide, competing with fellow U.K. automaker Rolls-Royce Motor Cars for the most affluent clientele.

Pride of place

Cheshire East's Virtual Pride 2020 will feature a mix of interviews, music, competitions, performances and information supporting the LGBTQI+ community.

Bentley's rainbow Continental GT V8 Convertible will feature by video during the virtual event, complemented by interviews with Bentley colleagues who are supporting the Pride experience.

To wrap the car, Bentley's in-house designers and color and trim team turned a concept created from a colleague competition into reality on a Continental GT Convertible.

The V8 model features 20-inch ten-spoke painted alloy wheels, V8 badging and a handcrafted interior, and will take center-stage in Bentley's CW1 showroom in Crewe later this month.



Rear view of the rainbow-hued Bentley Continental GT V8 convertible car. Image courtesy of Bentley Motors

Maria Mulder, head of color and trim at Bentley, said the rainbow-wrapped car conveyed a feeling of emotional well-being, human connection and wonder.

"Who doesn't love a rainbow," Ms. Mulder said in a statement. "It's uplifting to see appearing in the sky above a dark cloud and it brings a feeling of hope. It also gives us an element of emotional wellbeing.

"Rainbows are the result of science delivering beauty," she said. "They are about the reflection and refraction of light. The rainbow-wrapped car shows the way we use metallic pigments to create an effect which shows up the body styling lines of the Continental GT Convertible, while the contoured pigments of beautifully polished high gloss surface reflects the environment around it."

THE ANNOUNCEMENT marks three themes for Bentley: pride in the diversity of its workforce at Crewe and around the world, hope and gratitude as the business begins to emerge from the COVID-19 crisis and ongoing support for the local community.

"The actual design of the car was inspired by a concept submitted in a competition we held during lockdown for colleagues and their families to co-create a Bentley that captured the moment," Ms. Fontaine said.

"The standout winner was Eleanor, age 5," she said. "Her design also reflects our thanks to the local services that have supported us, and the work many of our colleagues have undertaken to support our local community over the last few months."

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