

AUTOMOTIVE

## Bentley's Flying Spur hits manufacturing milestone

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*Bentley Motors has manufactured 40,000 Flying Spurs since 2005. Image credit: Bentley Motors*

By LUXURY DAILY NEWS SERVICE

British automaker Bentley Motors has reached a new milestone with the production of the 40,000th Flying Spur out of its Crewe headquarters.

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The luxury sports sedan originally debuted as the Continental Flying Spur in 2005. Now in its third generation, the Flying Spur has become a flagship at Bentley and the automaker's most popular vehicle in two markets.

### Flying Spur success

Bentley's Flying Spur has its origins in the late 1950s and early 1960s as a limited release from Mulliner. At the time, it was the fastest four-door car in the world.

The automaker revived the name in 2005 and the second generation Flying Spur was introduced in 2013. The third and current iteration has been completely redesigned.

Last fall, Bentley Motors introduced a new augmented reality application to support the launch of its new Flying Spur touring sedan, adding yet another element of mobility that meets the needs of its tech-savvy, affluent customer base.



*Auto mobile: Bentley's augmented reality app ups the ante for tech support to customers and prospects looking into the new Flying Spur touring sedan. Image credit: Bentley*

Customers and prospects were able to experience the Flying Spur ahead of the first deliveries early this year ([see story](#)).

A team of 250 workers spends 100 hours to hand assemble every Flying Spur. It took Bentley 15 years to reach the milestone of manufacturing 40,000 models.

According to Bentley, about a quarter of Flying Spur commissions are from clients in the Americas and Chinese clients commission another quarter. Ten percent of commissions stay within the United Kingdom and the remaining 40 percent of Flying Spurs are delivered across Europe, the Middle East and Asia-Pacific.

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