

AUTOMOTIVE

Bentley recasts Flying Spur brand with release of V8 model

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The Flying Spur V8 is the latest iteration of this flagship car. Image: Bentley

By ELLEN KELLEHER

British automaker **Bentley Motors** is staying true to its roots with the rollout of its V8-powered Flying Spur.

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Since many Bentley owners no longer have chauffeurs, the car maker is hoping this new version of its marquee four-door touring vehicle will still be as smooth as a limousine, but enhance the driver's experience. Its debut signals Bentley's commitment to maintaining its history through the preservation of its historical designs.

"The Flying Spur range is purposeful yet elegant," said Dr. Matthias Rabe, a member of Bentley's engineering board, in a statement. "Based on our research, customer feedback and trends of customer usage, the new Flying Spur V8 has been engineered to deliver driver-focused ability whilst offering passengers the refinement, comfort and technology expected from a grand limousine."

Flying Spur V8 in focus

Compared to the heavier W12 model, the Flying Spur V8 focuses more on the driver and is more agile and fuel-efficient while also emitting fewer carbon dioxide emissions.

The Flying Spur is a flagship at Bentley and originally launched as the Continental Flying Spur in 2005.

The new versions will be unveiled at the end of 2020 in the United Kingdom and Europe and next year across other markets.

At their core is a 4.0 litre, twin turbocharged V8 engine which reaches a peak power of 550PS and relies on twin-scroll turbos to hit a maximum torque of 770Nm at just under 200 rpm.

To ratchet up its fuel efficiency, the V8 can shut down four of its eight cylinders when torque demand falls below 235 Nm and engine speed is below 3000 rpm. Drivers barely notice such changes as the deactivation takes less time than blinking.

Amid the pandemic, Bentley is sharing a video that delivers a close-up of the model as a teaser.

The video celebrates the launch of the Flying Spur V8

The video is glitzy and features two women looking awestruck as they enter the Flying Spur V8 for the first time.

"Are you ready for the storm," says a female narrator. "This is what we waited for."

The video shows it and Bentley says the cabin is stylish as it features comfortable leather seats, with Bentley's "Wing" insignia emblazoned on the lower console. An outside thermometer, compass and chronometer also appear on the display, according to the company.

Refrigerated bottle coolers also surface in the rear along with digital tablets for those looking to either work or unwind. On top of this, electric writing tables with recesses for pens extend from the back of the front seat. Also, the car is available in either a four or five seat configuration depending on space needs.

History lesson

Bentley is owned by Volkswagen, but all Flying Spurs are still produced at the Crewe factory in the United Kingdom.

Earlier this year, Bentley hit a milestone with the production of its 40,000th Flying Spur from Crewe.

The car 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 ([see story](#)).

This month's debut comes a year after Bentley introduced a new augmented reality application to support the launch of the sedan, adding yet another element of mobility that meets the needs of its tech-savvy, affluent customer base.

Customers and prospects experienced the Flying Spur ahead of first deliveries and Apple and Android users were able to explore its exterior and interior in two different specifications ([see story](#)).

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