

AUTOMOTIVE

Bentley brings exclusive convertible to CSR Racing

October 20, 2020



The Mulliner Bacalar is now available on the CSR Racing 2 video game. Image credit: Bentley

By LUXURY DAILY NEWS SERVICE

British automaker Bentley Motors is expanding its lineup on a popular mobile racing game with the introduction of its Mulliner Bacalar.

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Bentley is one of several automakers to offer car models for "purchase" on CSR Racing 2, a popular mobile app. By making such an exclusive vehicle available on the game, Bentley can boost its fan engagement.

Bentley x CSR Racing

Based on the Continental GT convertible, Bentley's Mulliner Bacalar was limited to a dozen cars and priced at \$1.9 million.

Now, the Bacalar will be more accessible at least in a digital sense, as it's available to download on CSR Racing 2. The automaker revealed the new addition on Twitter in a new video.

The main character of your most thrilling dreams. Experience the [#Bentley #Mulliner #Bacalar](#) like never before. Download now [@CSRRacing's #CSR2: https://t.co/xkfpxyU66R pic.twitter.com/d6byKVu6Zl](#)

Bentley Motors (@BentleyMotors) [October 20, 2020](#)

Tweet from Bentley Motors

Several other luxury automakers, including Aston Martin and McLaren, also appear on the racing game. The level of involvement between the brands and the platforms varies.

In 2018, Porsche teamed with CSR Racing for a docuseries celebrating the automaker's 70th anniversary. Players of the popular mobile racing game were also be able to get behind the virtual wheel of each car featured in the series,

providing an interactive extension of the content.

The game's augmented reality feature, AR Mode, made racing the car even more realistic for gamers. Additional in-game content will also be available for each of the Porsche enthusiasts, including collector and designer Magnus Walker, custom tuner Akira Nakai and former racer Bruce Canepa ([see story](#)).

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