

AUTOMOTIVE

## Bentley takes commissioning experience online

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*Bentley clients can now participate in the commissioning process remotely. Image credit: Bentley*

By LUXURY DAILY NEWS SERVICE

Britain's Bentley Motors is the latest luxury automaker to introduce online offerings to digitize the car buying experience during the COVID-era.

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Through Bentley's Digital Commissioning Experience, clients are able to remotely personalize their vehicles with the help of the automaker's retailer experts. The launch comes as the United Kingdom is under a second national lockdown to combat rising COVID-19 infections, leaving dealerships closed for sales visits and test drives.

"Since the pandemic struck, we have had to take the ownership experience to a different level," said Sarah Simpson, regional director of the U.K. at Bentley, in a statement. "Our Digital Commissioning Experience maintains the personal relationship through digital channels and helps our customers navigate through the extensive Bentley options, alongside one of our trained experts.

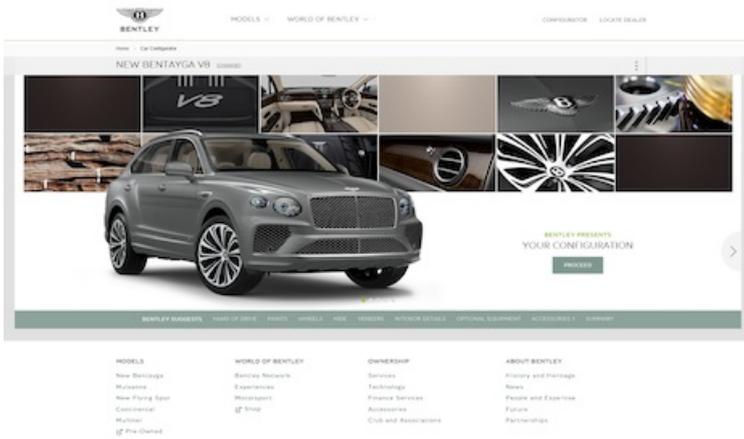
"At the same time, ensuring a COVID safe and compliant experience from the very beginning, until they drive their tailored Bentley for the very first time," she said.

### Online car shopping

The entire process of purchasing a Bentley can now be completed online.

From the comfort of their own homes, clients can access one-to-one online car immersion sessions, individual video handovers and digital commissioning appointments.

The online Bentley Configurator offers design options for those purchasing a new Bentayga, Continental GT or Flying Spur. According to the automaker, there are more than 10 billion possible configurations per model, spanning interior fabrics, wood veneers, exterior paint colors and more.



*There are 10 billion possible configurations on the Bentley configurator. Image credit: Bentley*

Prospective clients should contact their local Bentley retailer to begin the online commissioning experience.

Rival British automaker Rolls-Royce recently upgraded its virtual showroom offering for its London flagship as it relocates its boutique and aims to reach more digitally-savvy drivers.

The effort comes as more car buying has shifted to online and digital platforms over the course of the pandemic and subsequent lockdowns, even among the ultra-affluent set. Now, clients will be able to commission bespoke Rolls-Royce vehicles from home ([see story](#)).

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