

AUTOMOTIVE

Bentley hits production benchmark with 80,000th Continental GT

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The 80,000th Continental GT was assembled following COVID-19 protocols. Image credit: Bentley Motors

By LUXURY DAILY NEWS SERVICE

British automaker Bentley Motors is celebrating another manufacturing milestone after producing its 80,000th Continental GT.

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Inspired by the 1952 Bentley R-Type Continental, the two-door Continental GT was introduced in 2003 as the first vehicle of the marque's modern era. Since then, the automaker has produced three generations of the grand tourer, averaging about 5,000 cars a year.

"At its launch in 2003, Bentley redefined the modern grand tourer with the revolutionary Continental GT," said Adrian Hallmark, chairman and CEO at Bentley, in a statement. "Now in 2021, the GT continues to be the ultimate luxury grand tourer, encompassing the latest technology, performance and style.

"This success is a testament to the skills of our designers, engineers and craftspeople here in Crewe," he said.

Marque milestone

The 80,000th Continental GT has an Orange Flame exterior, finished with optional blackline and styling specifications.

To celebrate production of the milestone GT, which was made observing COVID-19 protocols, Bentley assembled a lineup of nine models at its Crewe headquarters.



The 80,000th Continental GT leads a lineup of Bentley models and performance vehicles. Image credit: Bentley Motors

The third generation Continental FT has improved its peak power by 27 percent while reducing carbon emissions by 48 percent compared to the original. According to Bentley, there are 17 billion configurations available of the Continental GT for clients to commission making the vehicle both exclusive and individualized.

Bentley has recently marked other model milestones.

In June 2020, the automaker announced it had built its 20,000th Bentayga since the sports utility vehicle was first introduced to the market four years ago ([see story](#)). In August, Bentley produced its 40,000th Flying Spur out of its Crewe headquarters ([see story](#)).

To engage its clients, Bentley introduced online offerings to digitize the car buying experience earlier this month.

Through Bentley's Digital Commissioning Experience, clients are able to remotely personalize their vehicles with the help of the automaker's retailer experts. From the comfort of their own homes, clients can access one-to-one online car immersion sessions, individual video handovers and digital commissioning appointments ([see story](#)).

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