

AUTOMOTIVE

Bentley enables virtual bespoke configuration

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Bentley Mulliner Visualizer gives customers more remote customization capabilities. Image credit: Bentley Motors

By LUXURY DAILY NEWS SERVICE

British automaker Bentley Motors is making it easier for customers to work with retailers remotely to fulfill personal commissioning requirements with its Mulliner Visualizer program.

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The new digital application will allow customers to view images of hide, veneer and stitching options tailored to their preferences, and will ultimately allow for unique vehicle configuration. In collaboration with Bentley's Mulliner designers, customers will be guided through the process and receive feedback as part of the on-screen experience.

The Mulliner Visualizer

The application also allows customers to create or match a custom-made main hide color and provides a reference code that can be sent directly to the craftspeople of Bentley Mulliner.

Beyond the standard palette of Bentley paints, Mulliner has curated its own range of paint colors, providing customers with an additional 26 colors to choose from.

The additional palette contains a mixture of 15 solid and metallic options, four satin finishes and seven complex pearlescent three-layer paints. Combining the art of color with the science of paint, Bentley offers an extensive "stock" color palette.



Interior and exterior features and optional content can be configured and viewed with Bentley specialists remotely. Image credit: Bentley Motors

The craftspeople at Bentley's personal commissioning division can color-match virtually any sample provided, using innovative color recognition software to analyze and reproduce the composition of the sample provided.

An extended palette includes solid, metallic, satin and pearlescent paints. The Mulliner colors complement the previous palette of 62 and are evenly spread over the color spectrum.

Customers who wish to add color to their interior veneers are able to select Piano painted veneers by Bentley Mulliner.

The same quality of veneer is selected by Bentley's craftspeople to ensure the same surface finish. The veneer is hand sanded before it is lacquered, carefully painted by hand, then polished with lamb's wool to achieve a mirror-like finish.

Last month, the automaker celebrated a manufacturing milestone after producing its 80,000th Continental GT. Inspired by the 1952 Bentley R-Type Continental, the two-door Continental GT was introduced in 2003 as the first vehicle of the brand's modern era.

Since then, Bentley has produced three generations of the grand tourer, averaging nearly 5,000 cars per year ([see story](#)).

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