

AUTOMOTIVE

Bentley celebrates new Continental GT Speed in transformative vignette

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The new Continental GT Speed. Image courtesy of Bentley

By LUXURY DAILY NEWS SERVICE

Britain's Bentley Motors is promoting its new Continental GT Speed with an exciting, transformative short film.

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In a new vignette, Bentley invites consumers into the world of the new vehicle, showcasing its sleek agility and advanced technologies. The automaker is describing the new vehicle as its most capable and performance-focused Bentley ever, with no compromise to comfort or luxury.

"The new Continental GT Speed represents the very pinnacle of performance grand touring," said Dr. Matthias Rabe, board member for engineering at Bentley Motors, in a statement. "This new model is the most powerful expression of Continental GT values, exciting and dynamic, with unique Speed detailing to enhance the ownership experience and offering customers more control over the character of the car."

Switching into thrill mode

The new video presents a man starting his day with a coffee in his Bentley, utilizing the range of technological features within the vehicle that ultimately get him to his new and exciting destination. During the drive, his clothes and belongings morph, such as his loafers becoming a classic pair of sneakers and his coffee cup transforming into a sporty water bottle.

The Continental GT Speed offers all-wheel steering and has newly engineered carbon ceramic brakes for impressive stopping power. The car can go from zero to 60 mph in 3.5 seconds, and its top speed is 208 mph.

Bentley highlights the new vehicle as exquisitely detailed and technologically advanced

The vehicle features four new technologies with increase sporting ability yet maintain ride comfort. Drivers can choose between different driving modes including comfort and sport.

The Electronic Stability Control (ESC) System provides drivers with reassuring stability over uneven surfaces, abnormal cambers or in inclement weather conditions. Drivers can also switch the ESC off, enabling a driver-focused experience previously only seen in Bentley's racing machines.

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"The world's most luxurious Grand Tourer is now truly more capable than ever before, with a new sportier edge which will appeal to performance-focused drivers," Dr. Rabe said. "The Speed is the latest chapter in the Continental GT story, helping Bentley customers to create their own extraordinary journeys."

In January, Bentley Motors celebrated another 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 marque's modern era ([see story](#)).

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