

AUTOMOTIVE

## Bentley envisions greener future in campaign for latest hybrid

July 8, 2021



*The new Flying Spur hybrid. Image credit: Bentley*

By SARAH RAMIREZ

British automaker Bentley Motors is appealing to drivers' emotional side in an imaginative campaign centered around its new Flying Spur hybrid.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

Orders are now open for the sedan, which is Bentley's second addition to its hybrid lineup. The marque has made electrification and overall sustainability a key pillar, as highlighted in a surreal and emotive vignette for the new vehicle.

### Shifting gears

In the new campaign, "Transform Your Perspective," Bentley acknowledges that the world is changing in the hopes of a more sustainable future.

Set to the alternative-pop track "Radiant (Up from the Dark)" by Asher, the spot opens with a man overlooking a city from his home office. At his desk, the protagonist works on a building presentation and glances at framed photos of his family.

### *The Flying Spur campaign has a familial focus*

The man leaves his apartment building and is seen stepping into his Flying Spur, but not before unplugging the plug-in hybrid from its charger. As he drives the hybrid, brief scenes flashback to him thoughtfully working at his desk.

When the protagonist arrives at his destination, he is happily greeted by his young daughter. She eagerly hands him a colorful drawing: a scene of skyscrapers surrounded by trees.

As they drive away from school, the city around the Flying Spur begins to change. They both look in awe as new buildings begin rising, wrapped in greenery in an allusion to greener design.

The film ends with the father and daughter overlooking the city from the apartment window as the sun sets, excitedly anticipating brighter days.

According to Bentley, the new hybrid has the lowest carbon emissions of the Flying Spur range and is suited to cities

and zones that limit or restrict cars with traditional combustion engines. It has an all-electric range of more than 25 miles, a total driving range of more than 430 miles and reaches a top speed of 177 mph.

Integrated technology includes three "E Modes" to manage battery usage and an infotainment screen displaying energy flow, battery level and more statistics, which can also be seen in the MyBentley app.

Deliveries of the Flying Spur hybrid are due to begin by the end of the year, but orders are not currently available in select markets including the European Union.

#### Going Beyond100

In the last year, the automaker has sped up its efforts to become a leader in sustainable luxury mobility.

Bentley's Beyond100 strategy outlines how the marque will continue to invest in environmentally-friendly efforts. Plans from the automaker, which recently celebrated its centennial, include a push towards "climate positive" operations and move towards full electrification ([see story](#)).

The Flying Spur hybrid is Bentley's second plug-in hybrid vehicle, after the Bentayga hybrid was unveiled earlier this year ([see story](#)). By 2026, Bentley's model range will be offered exclusively as plug-in hybrid or battery electric vehicles ahead of its goal to be fully electric by 2030.

Along with the reveal of the Flying Spur hybrid on July 6, Bentley announced its new partnership with Scottish whisky maker The Macallan. The collaboration will focus on a set of core areas including the brands' shared journey to carbon neutrality, research into the sourcing of sustainable materials and working together to identify and share environmentally-responsible local suppliers ([see story](#)).

---

© 2021 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.