

AUTOMOTIVE

Bentley achieves Mulliner milestone with new commission

July 9, 2021



Mulliner's 1,000th bespoke commission was a Bentayga. Image credit: Bentley Motors

By LUXURY DAILY NEWS SERVICE

British automaker Bentley Motors' Mulliner is celebrating its latest milestone with its 1,000th bespoke commission.

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

The marque's bespoke division was established in 2014 after identifying a growth opportunity with personalized and customized vehicles. During the last seven years, Mulliner customizations and commissions have included unique veneers, custom stitching, limited editions and distinctive, coachbuilt limousines.

Mulliner milestone

The milestone project was commissioned by a European client who requested two specific interior features to personalize their Bentley Bentayga. Mulliner applied olive ash, a veneer associated with the heritage Mulsanne, to the SUV's interior and added a contrast twin stitch to the seat and door trims.

According to the automaker, Mulliner averages three customer commissions a week, with the team only constrained by client's "imagination and the law."



Bentley and Swiss watchmaker Breitling collaborated on a series of seven unique cars in 2015. Image credit: Bentley Motors

Bentley has also pivoted during the COVID-19 pandemic by introducing its Mulliner visualizer program to remotely work with clients to full personal commissioning requests.

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 ([see story](#)).

"The scope of what's achievable with a standard production Bentley has now been brought to life by the team through the use of the dedicated Mulliner visualizer, which allows our customers to choose the color and trim specifications of their cars with real-time photorealistic visualization of the result," said Paul Williams, director of Mulliner and motorsport at [Bentley Motors](#), in a statement.

"The co-creation process with Mulliner designers is now available to everyone," he said.

Standout Mulliner projects and commissions since 2014 include the Blower Continuation Series, the Continental GT Speed Breitling Jet Team Series, the Continental GT Pikes Peak edition cars and the Mulsanne W.O. edition.



The Bentley Blower inspired the Continental GT No. 9 Edition by Mulliner. Image credit: Bentley

© 2021 Napean LLC. All rights reserved.

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