

WATCHES AND JEWELRY

## Breitling, Bentley end 19-year partnership with nostalgia

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*The last piece from the Breitling and Bentley partnership has left the factory. Image credit: Breitling*

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker Breitling and British automaker Bentley Motors are looking back on their 19 years of work together as their final collaboration has left the factory.

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The partnership, which began in 2002 when Bentley and Breitling came together to design the onboard clock for the first Bentley Continental GT, was the longest between a watchmaker and luxury automaker. As the partnership comes to an end, the two brands are now reflecting on their meaningful work together.

"We're proud of what we have accomplished together and after 19 years, Breitling and Bentley are embarking on their own new journeys," said Georges Kern, CEO of Breitling, in a statement. "I know that Bentley will continue to define excellence in the automotive industry.

"The final Bentley Tourbillon leaving our factory represents a moment of positive reflection for us all."

All good things must come to an end

For the past two decades, Bentley and Breitling have worked collaboratively to bridge their respective worlds of luxury automotive design and watchmaking. They have announced that their partnership will cease at the end of 2021 and that the organizations will remain friends.

Some of the most memorable collaborations between the two brands include: the Breitling Bentley Supersports Light Body watch, the Breitling Bentley GT3 Limited Edition, the Bentleyga dashboard Tourbillon clock, the Continental GT Speed Breitling Jet Team Series, the Premier B01 Chronograph 42 Bentley British Racing Green and the Premier Bentley Centenary Limited Edition.



*Bentley and Breitling are looking back on 19 years of shared success. Image credit: Bentley*

The Continental GT Speed Breitling Jet Team Series featured seven unique cars each inspired by one of the seven jets on Breitling's team. As Breitling embarked on its United States tour that summer, Bentley's collection came at an appropriate time to appeal to consumers ([see story](#)).

The partnership also launched the Breitling Premier B21 Chronograph Tourbillon 42 Bentley Limited Edition, produced in an exclusive series of 25 pieces, in April 2021. The last piece of this most recent timepiece has now been finished and will soon be enjoyed by its new owner.

The last piece reflects the heart of the decades-long collaboration: expert craftsmanship, passionate design and excellence.

"The long-standing collaboration between Bentley and Breitling demonstrated that when two like-minded brands work together authentically, the performance of both is enhanced," said Adrian Hallmark, chairman and CEO of Bentley Motors, in a statement. "We look back on the past two decades with great affection and send our warmest best wishes to the Breitling team for the future."

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