

AUTOMOTIVE

Bentley races through abandoned air base in memorable campaign

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Bentley took over an abandoned air base with the Continental GT Speed. Image credit: Bentley Motors

By LUXURY DAILY NEWS SERVICE

British automaker Bentley Motors is showcasing the performance and versatility of its Continental GT Speed with a new film.

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"Continental Drift" features the GT Speed deftly navigating a former NATO air base in Italy. The new campaign premieres as the automaker begins deliveries of the new model.

Drift away

For the adventurous film, **Bentley** took over the Comiso Air Station, an abandoned NATO base in Sicily.

Once the largest NATO air base in southern Europe, Comiso was originally built in 1936 during the inter-war period and underwent significant reconstruction in the early 1980s. The site has been largely abandoned since the end of the Cold War and now resembles a time capsule reclaimed by nature.

"After the team discovered Comiso Air Station for the launch of the GT Speed, and we'd agreed to create a gymkhana-style course there, the next step was to design a film unlike anything we'd shot before," said Mike Sayer, head of product communications at Bentley, in a statement.

"Sliding a metallic yellow Bentley around an abandoned air base is certainly an experience, and new territory for us, but the result shows just how dynamic the best Grand Tourer in the world has become."

Automotive filmmaker David Hale directed the campaign, with support of point-of-view drone pilots and videographer Mark Fagelson.

The new film includes drone photography

The film begins with a driver entering the air base in a 1952 R-Type Continental from Bentley's own Heritage Collection. It was once the world's fastest four-seat car and inspired the design for the Continental GT.

The driver slows when he nears a bunker with an open blast door. He steps into the bunker's darkness and then comes roaring out in a yellow GT Speed.

He races through the abandoned site, making use of the Bentley's all-wheel steering for improved agility and stability. Members of the marque's communications team also make cameos throughout the film, enjoying an espresso or reading in a drained pool.

"Continental Drift" is a departure from the launch campaign for the GT Speed.

Bentley's March effort highlighted the vehicle's sleek agility and advanced technologies in a surreal short film in which the driver morphed from his professional persona to his off-duty look.

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 ([see story](#)).

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