

## Bentley showcases audio system with power of sound

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*The film is filled with the music composition process and scenes of Bentleys driving in picturesque areas. Image credit: Bentley Motors*

By KATIE TAMOLA

British automaker Bentley Motors is touting its state-of-the-art audio system with a little help from a Hollywood composer.

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Bentley recently commissioned composer and producer Steve Mazzaro to craft a piece of music to represent the power and eloquence of its Naim audio system. In a short film, Mr. Mazzaro discusses the universal role music plays in consumers' lives, as well as the construction process of music that represents the excellence to be expected from Bentley.

"The spot is effective as a call-to-action to get people into a Bentley dealership to hear the Naim system for themselves or to visit the brand's SoundCloud account," said David Undercoffler, editor in chief at [Autolist.com](https://www.autolist.com), San Francisco.

"The Naim system itself is pretty amazing to hear in person I've tested it in several Bentley models over the years but it's a difficult part of the car to promote without someone actually hearing it in person," he said. "To that end, this spot is helpful in raising awareness of the system's potential."

### Making music together

The short film begins with a close-up shot of Mr. Mazzaro stringing a guitar, spliced with images of Bentleys driving across disparate terrains. The film, set to his voiceover, immediately establishes a cinematic feel.

A cinematic feel is appropriate, as Mr. Mazzaro has composed music for feature-length films including *No Time to Die* and *Dune*.

*Mr. Mazzaro worked diligently to create the ultimate soundtrack for driving*

Mr. Mazzaro's voiceover begins by ruminating on how music permeates through life.

"Music has become a fundamental part of the human experience," he says in the short. "It can unite us in celebration, in joy and even in sadness."

The composer then explains how he set out to craft a piece of music that would be the ultimate listening experience

for Bentley drivers who utilize the Naim system.

Naim and Bentley have had an exclusive partnership since 2008. The Naim for Bentley system offers the power of a premium home audio set-up, with wide frequency response and other impressive features.

For the project, Bentley gave Mr. Mazzaro only three words: inspiring, harmonious and potent.

Mr. Mazzaro knew he needed to compose something that not only showed the power of the system but illustrated Bentley's ethos based on excellence.

The final piece permeates in the background as the video continues, contrasting more images of Bentley models driving in scenic areas with Mr. Mazzaro playing the keyboard, guitar and working on computers.



*The final product offers a complex and riveting sound. Image credit: Bentley Motors*

Suddenly, several other musicians playing different instruments fill the screen.

The piece features performances from several accomplished instrumental soloists, and Mr. Mazzaro says it is a collective effort from those musicians, the technicians at Naim and the craftspeople at Bentley's Crewe factory.

The final product features a flamenco guitar, disparate rhythms, swelling strings and orchestration, bass-driven electronica that underpins solo electric guitar.

The piece is classic yet futuristic, thoughtful yet entertaining. It embodies Bentley's history and dedication to future distinction.

As the film concludes with the created soundtrack and more scenes of Bentleys driving in picturesque areas, Mr. Mazzaro says it has been an honor to lead such a project which has produced the ultimate driving soundtrack.

Consumers can visit one of Bentley's retailers or its [SoundCloud](#) to listen to the full piece.

### Bentley and the arts

Bentley has supported several partnerships and initiatives in the arts and entertainment world.

Last October, Bentley Motors' Mulliner created the world's first car collection honoring Russian ballet.

The six-car collection is based on Bentley's Bentayga Speed model and was the opening installment of the Russian Heritage Editions, an annual project by the automaker in creating exclusive offerings for Russian consumers. The collection celebrated six specific ballet moves of momentum, speed and precision ([see story](#)).

In the same month, Bentley sponsored the International Automotive Photography (IAP) Awards for the second consecutive year.

After the event in 2020 boasted entrants from 47 countries and more than 4,000 photo entries, the awards returned aiming to establish and promote the best automotive photography in the world ([see story](#)).

Whether diligently developing luxury vehicles at Crewe, expanding 3D printing capabilities or collaborating with a Hollywood composer, Bentley continues striving for excellence.

"Inspiring, harmonious and potent are the same that guide are our design process at Bentley," said Mike Sayer, head of product communications and head of the Bentley Heritage Collection.

"The way Steve brings them to life in the music is incredible using flamenco guitar to lead the inspirational opening section, swelling strings and orchestration to deliver harmony in the middle third, and bass-driven electronica in the

final section that is a powerfully potent expression of the underlying motif that's consistent through the entire track," he said. "When you listen to the track in a Bentley, it merges with the cabin around you and becomes the complete musical expression of the brand and in many listeners stirs a genuine emotional response.

"We're absolutely thrilled by Steve's work."

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