

AUTOMOTIVE

Bentley takes comfort, wellness to next level with Bentayga EWB

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The Bentayga Extended Wheelbase. Image courtesy of Bentley Motors

By SARAH RAMIREZ

British automaker Bentley Motors is leveling up in comfort with a luxurious addition to its Bentayga range of SUVs.

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Bentley's new Bentayga Extended Wheelbase joins five other models in the Bentayga range, including the Speed, the S, the V8 and the hybrid. Enhancements throughout the new EWB, including a larger cabin space than other luxury competitors, are meant to improve clients' wellness and comfort.

"The Bentayga Extended Wheelbase is our first car truly dedicated to the onboard wellness of its occupants," said Adrian Hallmark, chairman/CEO of **Bentley Motors**, in a statement.

"Every Bentley gets you to your destination feeling more relaxed than when you started your journey, and yet with the Extended Wheelbase we've been able to go even further thanks to the adoption of world-first wellness technology embedded within our unrivaled interior cabin design," he said. "In combination with the incredible skills of the craftspeople at our carbon-neutral factory in Crewe, these advances make the Bentayga Extended Wheelbase the ultimate luxury SUV to drive or be driven in."

Comfort on the road

Bentley invested nine figures in the creation of the EWB as it looked to create a new model that replicated the elevated rear cabin experience offered by the Mulsanne. The Bentayga's wheelbase and rear cabin space have been extended by 180 mm, or 7 inches, for a more luxurious and spacious ride.

Other advancements include Bentley's most advanced seat, which offers 22 different adjustments, an auto climate sensing system that determines how to keep the occupant most comfortable and postural adjustment technology that can ease pressure points.



The spacious rear cabin of the Bentayga EWB. Image courtesy of Bentley Motors

To reduce noise in the cabin, the EWB's rear heating, ventilation and air conditioning system only activates when there are occupants in the back. A separate air ionization system improves air quality by removing airborne particles.

At typical road speeds, the EWB also has 27 percent lower secondary ride vibration than its competitors ensuring a smoother, calmer ride that further enhances onboard wellness.

Bentley will be offering two enhanced specifications of the EWB at launch, the Azure and the highly exclusive First Edition.

To promote the new EWB, Bentley has released a new campaign, "Comfort Outside Your Comfort Zone."

The film features a family, with the mom driving and the father riding in the back with their daughter. As the spot subtly highlights some of the EWB Azure's features, such as mood lighting and quilted seats, the dad begins to tell the story of Nellie Bly and her trip around the world.

The EWB campaign shares a different type of extraordinary journey

An animated film-within-a-film narrated by the dad follows, depicting the famous American journalist on her world travels: sailing on ships, riding trips and visiting iconic landmarks. The story of Nellie Bly ends with a cartoon version of the young daughter meeting the feminist icon in a town square.

"By the time she reached home, she knew it had all been worth it she proved what she was capable of," the father concludes. "When you believe in yourself, the world will believe in you too sometimes you just got to step outside your comfort zone."

It is revealed that the girls' parents are dropping her off at the airport for her own big adventure. As the couple drives home, this time with the roles of driver and passenger reversed, their daughter's plane can be seen overhead through the sunroof.

A second Bentley video goes inside the marque's home at Crewe, delving into the craftsmanship behind the EWB. The film spotlights several Bentley employees who worked on the EWB, from embroiders to woodworkers.

Skilled craftsmanship down to the last detail. The cabin of the new [#Bentayga](#) Extended Wheelbase sets a new benchmark for combining world-class luxury and technological innovation: <https://t.co/8lyDFwATer> pic.twitter.com/BCN7U2DQSy

— Bentley Motors (@BentleyMotors) [May 15, 2022](#)

The craftsmanship behind the EWB

Pushing boundaries

The EWB campaign is not the first Bentley effort with a family focus.

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

As a father and daughter drive in a Flying Spur hybrid, the city around them begins to change. They both look in awe as new buildings begin rising, wrapped in greenery in an allusion to greener design ([see story](#)).

Another Bentley content series celebrates individuality, ambition and creativity through the narratives of noteworthy friends of the brand.

"Extraordinary Journeys" spotlights entrepreneurs, athletes and business leaders who have carved their own paths in their respective industries. The series includes short films profiling the participants, available exclusively on Bentley branded platforms and channels ([see story](#)).

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