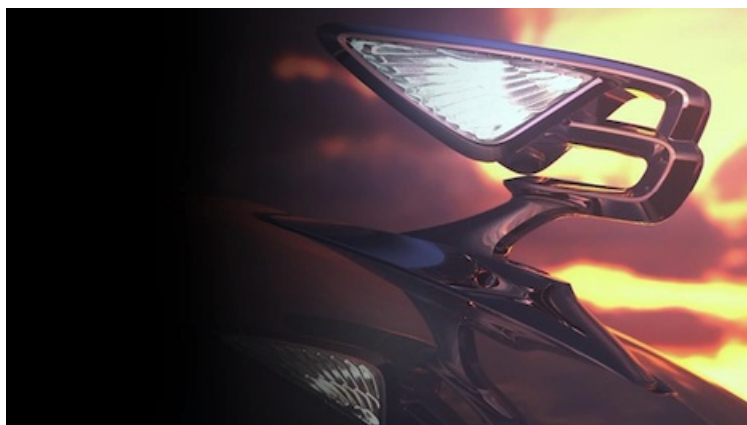


AUTOMOTIVE

## Bentley announces first venture into NFT space

June 22, 2022



*In September 2022, Bentley will be engaging in a one-time NFT drop of a limited 208 pieces. Image credit: Bentley Motors*

By LUXURY DAILY NEWS SERVICE

British automaker Bentley Motors is propelling into the NFT space with its first drop this fall.

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In September 2022, Bentley will be engaging in a one-time NFT drop of a limited 208 pieces. The genesis Bentley NFT will be uniquely crafted by Bentley Design and will hold access to exclusive rewards and activations holders.

"Bentley customers are living their lives online, purchasing luxury goods with digital currency, and establishing businesses in the Metaverse," said Alain Favey, member of the **Bentley Motors** board for sales and marketing, in a statement.

"We've always engaged our customers where they explore their passions, and today that means being present in digital marketplaces and offering NFT assets," he said. "We've seen how NFTs have raised the profiles of both art and artist, and we believe the same can happen in the luxury automotive space."

### Getting digital

The NFT drop will be taking place on the carbon-neutral Polygon network, with all Bentley NFTs also being entirely carbon-neutral. Bentley felt carbon-neutral NFTs were appropriate as it continues its plans to achieve end-to-end carbon neutrality by 2030.

*The drop of 208 NFTs is scheduled for September 2022*

The drop of 208 pieces is yet another thoughtful move from Bentley, as 208 is the top speed of its fastest Grand Tourer and the total production of its iconic R-Type Continental 1952 model a vehicle that has immensely inspired the modern Bentley design DNA.

Bentley's NFT drop is ostensibly its first effort in carving a space for itself in Web3 space.

Bentley joins several other luxury automotive brands that have produced NFTs.

Last month, British car manufacturer McLaren Automotive began selling its first Genesis Collection NFT drop, inspired by the P1 and P1 GTR models, through its recently launched MSO Lab digital community ([see story](#)).

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