

AUTOMOTIVE

Bentley celebrates 20 years in China with special collection

July 15, 2022



Bentley celebrates Chinese customers with London-inspired series. Image credit: Bentley Motors

By LUXURY DAILY NEWS SERVICE

British automaker **Bentley Motors** has created a unique collection of new vehicles to celebrate the 20th anniversary of its presence in China.

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The four models Guard, Carnaby, Pall Mall and Savile Row introduce unique designs, embroidery and Mulliner features inspired by famous locales in London, where W.O. Bentley founded the marque in 1919. Twenty cars in each family, 80 total, will be individually handcrafted by Mulliner and intended specifically for Chinese clients.

Two decades of Bentley

The first car in the collection is the Guard, inspired by the famous Royal Guards who protect the Royal Household.

The convertible model in the collection is the Carnaby, based on Carnaby Street in London's Soho district. Known for its energetic and lively atmosphere and bright colors, Carnaby Street has inspired a vibrant Bentley available in four different colors: radium, jetstream II, orange flame and onyx.

The third vehicle, the Pall Mall Flying Spur, is a 2022 homage to the State Limousine.

In 2002, the same year that the first Bentley was sold in China, Bentley delivered a new State Limousine to Queen Elizabeth II in celebration of her Golden Jubilee. The vehicle is still the official State Limousine of The Queen and is often seen on formal and state occasions.



Bentley sold its first vehicle in China in 2002. Image credit: Bentley Motors

The final car in the collection is the Savile Row a Bentayga inspired by the renowned home of tailoring. Traditional tailoring materials are matched with contemporary style creating a design that pays respect to the craftspeople of Savile Row.

The 80 cars of this special collection will be sold exclusively in China over the next few months, with the first examples due to make their global debut in China soon.

According to Bentley, demand for these unique vehicles is already high.

Last month, the company propelled into the NFT space by announcing an upcoming drop this fall. 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 ([see story](#)).

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