

AUTOMOTIVE

Bentley collaborates with the SagerStrong Foundation to fund cancer research

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Bentley x SagerStrong Foundation bespoke car. Image credit: Bentley

By LUXURY DAILY NEWS SERVICE

British automaker Bentley Motors had debuted a new vehicle for auction in collaboration with the SagerStrong Foundation.

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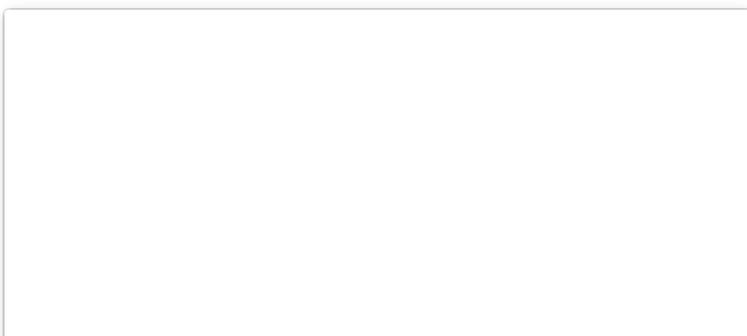
Hall of Fame sportscaster Craig Sager's personality and on-screen wardrobe were the inspiration for the new special-edition Continental GT Speed Convertible. The vehicle is decorated in a vibrant floral pattern and will be auctioned off next year, with the proceeds going to blood cancer research.

"Our interpretation of clothing' the Continental GT Speed Convertible in something Craig would have worn honors him and his vibrant, enduringly positive, and uplifting spirit," said Scott Reynolds, retail marketing manager at Bentley Motors, in a statement.

"It's our aspiration that further enhancing this car with the signatures of Craig's family, both on and off the court, will create an iconic piece of rolling memorabilia: a lighthouse of hope for those that knew and loved Craig," he said.

Rose colored glasses

Mr. Sager, who died of acute myeloid leukemia in 2016, was known for his distinctive and bold outfit choices. The exterior design of the custom Continental GT Speed Convertible aims to reflect the way he saw the world through rose-colored glasses, per the brand's statement.



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Notable celebrities from the sports and entertainment industries will sign the car to benefit the SagerStrong Foundation's fight against blood cancer, ahead of the 2023 auction. As a nod to Mr. Sager, his signature is included through embroidered headrests.

Bentley Motors is no stranger to creating unique collections of cars ([see story](#)) however the vehicle in honor of the late Mr. Sager is especially unique because it is one-of-a-kind.

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