

AUTOMOTIVE

Bentley introduces VIP lounge as part of major UK entertainment venue

March 1, 2023



Those who gain access to Bentley's exclusive lounge will enjoy special events and privatized dining experiences. Image credit: Bentley Motors

By LUXURY DAILY NEWS SERVICE

British automaker Bentley Motors has claimed the best seat in the house at what is set to be the United Kingdom's largest indoor music venue.

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The Bentley Record Room is an exclusive lounge within Manchester's Co-op Live venue, offering members luxe dining, service and special events as part of their show-going experience. Beyond the lounge itself, which abuts the performers' green room, members will enjoy designated parking and entre through the VIP portal.

"We are delighted to offer music lovers a dedicated Bentley Place," said Christoph Hohmann, global head of brand communications at **Bentley Motors**, in a statement. "An environment that is as luxurious and cossetting as the interior of a Bentley allowing them to experience the craftsmanship, beauty and luxury that you can find in each one of our cars, but on a much larger and totally immersive scale."

In the club

As opposed to the **Co-Op Live**, which boasts a staggering 23,000-seat capacity, The Bentley Record Room is decidedly intimate, accommodating up to 100 people at a time.

Access to the space begins before the start of each show and continues after the show is finished. Admission includes the best tickets to the live shows in the arena.



The lounge welcomes a maximum of 100 guests at a time. Image credit: Bentley

The lounge's design was a joint effort between the brand's design team who replicated the interior of a Bentley, including Beluga leather seating. The team filled the space with Bentley Home furniture, which was co-created by Italy's Luxury Living Group.

The Bentley Record Room, in accordance with the rest of the arena, functions in accordance with sustainability standards, employing rainwater harvesting, solar panels and ensuring that no waste generated ends up in landfills.

Created in partnership with U.S. sports and entertainment company Oak View Group, City Football Group and entertainer Harry Styles, the Co-op Live venue is set to open this year.

Bentley's forays into other arenas are not limited to the entertainment field.

Last November, the automaker partnered with Los Angeles-based footwear artist "The Surgeon" to create a limited-edition capsule collection.

Four pairs from the Bentley x The Surgeon collection debuted at Art Basel in Miami in December ([see story](#)).