

AUTOMOTIVE

## Bentley brings most spacious model to canine-minded sponsorship

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*The automaker is sponsoring a special event for humans and companion dogs at the Duke of Richmond's estate. Image credit: Bentley*

By LUXURY DAILY NEWS SERVICE

British automaker **Bentley** is preparing to celebrate man's best friend on the grounds of a prestigious spot.

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The company will be the exclusive automotive partner of the "Goodwoof" festival, held at the famed Duke of Richmond's Goodwood estate in the United Kingdom on May 20 and 21. The all-things-canine gathering will feature activities for dogs and humans alike, with the sponsoring automaker providing a Bentayga fleet and giving special VIP access to various activations for Bentley owners and their companion animals, staying true to Bentley's longtime appreciation for dogs.

"We can't wait to welcome Bentley and the Bentayga to Goodwoof next month," said Will Kinsman, creative director of events at **Goodwoof**, in a statement.

"It's the perfect addition to this uniquely stylish event and will offer an extra special experience for our visitors."

### Dog days

The Goodwoof festival is quite new, first hosted in 2021 after the pandemic canceled the original 2020 debut.

Hosted at Goodwood's The Kennels, a central clubhouse area on the grounds, the two-day event involves competitions, lectures and plenty of treats. This year, the programming will include wellness workshops, celebrity talks, field and trail demonstrations and expert-led panels.

A celebration of all things canine, we are taking the lead as the exclusive automotive partner for this year's Goodwoof Festival of dogs, held on 20-21 May at the Duke of Richmond's Goodwood estate. Discover more: <https://t.co/1KnClf2HWv> [pic.twitter.com/iKT881wtim](https://pic.twitter.com/iKT881wtim)

Bentley Motors (@BentleyMotors) **April 29, 2023**

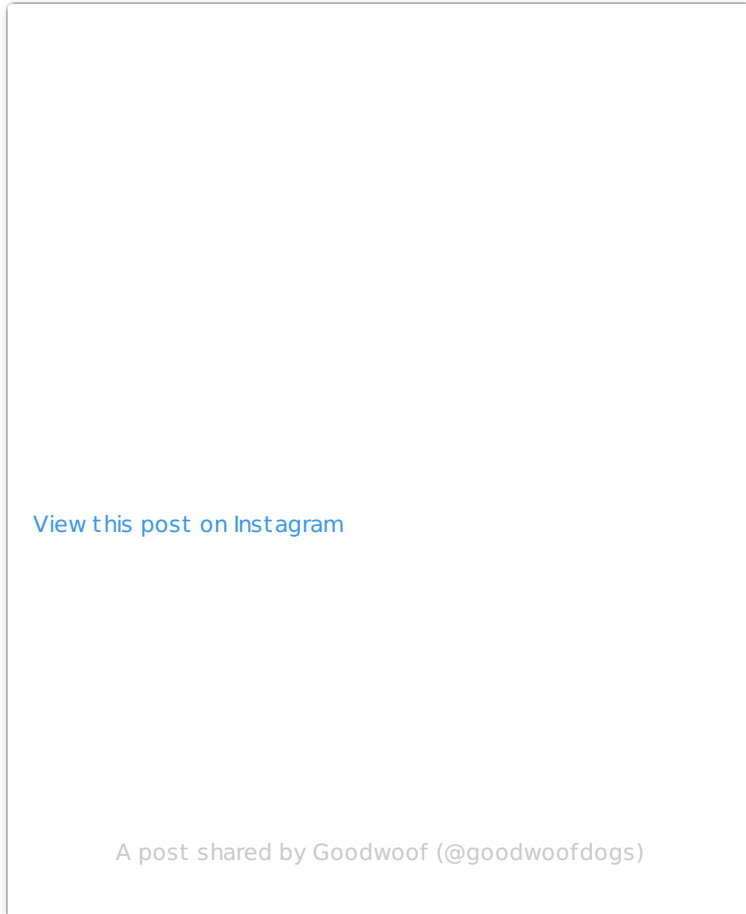
As the estate, known for the Goodwood Festival of Speed ([see story](#)), has natural ties to the world of cars, allowing vehicles to play a concentric role with dogs at this new event seems apt.

Conversely, Bentley, an automaker, has long celebrated dogs through activations and drops ([see story](#)).

Now, it will supply a lineup of luxury Bentayga 4x4s to be incorporated into an array of events, including a shepherding demonstration for sheepdogs.

A new Bentayga EWB will also be available, transformed into a photo booth. A wind machine will be placed outside the car for those wanting "influencer style" shots, all proceeds going to the event's charity, Pets as Therapy.

The charity and Bentley worked together to create the VIP Bentley Car "Bark," which only Bentley owners will get to enjoy.



Additionally, Bentley owners and those with companion dogs named "Bentley" will get to experience the "Bentley Barking Paddock" parking area that allows for easy access to the grounds.

While all dogs are admitted free of charge, humans over the age of 12 can purchase tickets at <https://www.goodwood.com/goodwoof/> for entry at 35 euros or \$38.65 by current exchange, and separately, a special picnic provided by British department store Fortnum & Mason. The luxurious hampers range in price, starting at 125 euros or \$138.05 by current exchange.

Like Bentley, the English brand has also demonstrated a love of dogs in the past, releasing a pet hamper in 2020 that featured U.K.-only goods ([see story](#)).