

AUTOMOTIVE

Luxury drives Monterey Car Week forward

August 22, 2023



Maserati spotlights the heritage of GranTurismo during the events. Image credit: Maserati

By ZACH JAMES

Luxury automakers returned to the central Californian coast last week, showing off the latest in automotive design and technology from leading brands.

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The annual Pebble Beach convergence kicked off on Aug. 11 before concluding on Aug. 20 with the Concours d'Elegance, one of the world's most exclusive car shows. Throughout the jam-packed week, Bentley Motors, Lamborghini and many more names from around the world announced new models, products and concepts that will carry the respective companies forward into a more sustainable future.

Global display

British automaker Bentley both began and ended the week-long event with all-new showings.

The English brand was all over the festivities, with four announcements throughout the week. First up was a new interior leather option, which grants a sustainable and organic choice that could be released soon ([see story](#)).

It also announced the return of a vintage model, the Blower, now miniaturized as a BEV ([see story](#)).

The hottest ticket at [#MCW2023](#)

There's no better way to spend Saturday night than at the [#Bentley](#) Signature party, an unforgettable evening where the past met the present with the newly launched [#Bentley](#) Blower Jnr and the [#Bentayga](#) [#Mulliner](#) [#BentleyMCW23](#) pic.twitter.com/CalWSmkVm4

Bentley Motors (@BentleyMotors) [August 20, 2023](#)

At The Quail, a car show included as part of Monterey Car Week, also featured the first showcase of the company's new SUV flagship, the Bentayga Extended Wheelbase Mulliner. The new variant claims to have more interior space than any other luxury vehicle in the segment, as well as over 4,000 color options, including the new leather option and a V8 petrol engine.

Finishing its outing, Bentley celebrated the Continental GT model's 20th anniversary by unveiling the 2023 update and a one-of-a-kind version made for an American collector.

Fellow British automaker Land Rover and its Range Rover sub-brand marked its return to the event with a limited SV Carmel Edition, a vehicle inspired by the Carmel Highlands in California. Only seven were created, with each sold to a guest at the show.

This year's Range Rover SV Carmel Edition was revealed at Range Rover House last night. Limited to only 7 units, the ultra-exclusive vehicle takes inspiration from the stunning coastline of the Carmel region. [#RangeRover pic.twitter.com/BTTIUuD0cp](https://pic.twitter.com/BTTIUuD0cp)

Land Rover USA (@LandRoverUSA) [August 18, 2023](#)

"We are thrilled Range Rover House is returning to Monterey Car Week, marking the third Range Rover House installation in the US to date," said Charlotte Blank, U.S. CMO of Jaguar Land Rover North America, in a statement.

The retail price of the SC Carmel Edition is \$370,000, with a portion of that sum benefiting the Monterey Bay National Marine Sanctuary, which protects a 6,094 square statute mile offshore habitat off the central Californian coast.

French automaker Bugatti also partook in the festivities, showing off the one-of-one personalized "Golden Era" Chiron Super Sport model ([see story](#)) during The Quail auto show.

Italian landmarks

Italian automakers Maserati and Lamborghini were among those present during Monterey Auto Week as well, showcasing new innovations from their respective workforces.

The latter gave a look into the electric future of its operations. Although Lamborghini's first consumer BEV will not be made available until 2028, at the earliest ([see story](#)), it unveiled the first look at its newest all-electric concept car, the Lanzador.

Introducing a preview of the electric car of the future at the Monterey Car Week. Tomorrow is a brand-new form. Tomorrow is called Lamborghini Lanzador. Our first electric and super-intelligent Ultra GT. [#Lamborghini #Lanzador #DesignedByNewDesires](#)

Lamborghini (@Lamborghini) [August 18, 2023](#)

"With Lanzador we are looking into our future without forgetting our DNA," said Stephan Winkelmann, chairman and CEO of Automobili Lamborghini, in a statement

"The first coups from Lamborghini with their front engines were sporty, elegant Gran Turismos suitable for everyday use as 2+2-seaters," Mr. Winkelmann said. "The concept for our fourth production model leverages our philosophy of super sportiness combined with brave new technologies and fearless design, perfectly fitting into our Direzione Cor Tauri strategy."

The Lanzador opens up a new segment for the storied manufacturer to explore, which it refers to as "Ultra GT." Melding the everyday versatility of an SUV and the performance of a supercar, Ultra GT models could capitalize on the market domination of luxury SUVs, which experts see as a trend that will further expand going into the future ([see story](#)).

Lanzador models, if put into full production, would include sustainably sourced materials, from the body to almost the entirety of the interior.

75.

You can say that again, 75 years of Maserati grand touring.

Enough talk, parade lap at Laguna Seca Raceway anyone? Swipe away. [#MaseratiGranTurismo #Maserati #MontereyCarWeek pic.twitter.com/OZv7IxTzQi](#)

Maserati (@Maserati_HQ) August 20, 2023

Maserati celebrated the 75th anniversary of its GranTurismo model on Friday, holding an exclusive event in partnership with luxury auction house Sotheby's. The automaker gathered attendees' vehicles for a parade lap around the historic WeatherTech Raceway Laguna Seca in a showing of the past, present and future, with the introduction of the GranTurismo's 2024 edition.

Coming in two variants, the MC20 with dual combustion engines and the Folgore BEV, the vehicles are seen as the next step in the brand's long history.

"MC20 may be our halo, but GranTurismo has been and will remain our icon," said Bill Peffer, CEO of Maserati Americas, in a statement.

"Our 75th-anniversary celebration event greatly exceeded our expectations," Mr. Peffer said. "We were moved to see such enthusiastic participation from owners, loyalists and enthusiasts, who gathered to watch this milestone moment, symbolizing the rich heritage of our brand.

"As we accelerate into the future with the all-new 2024 GranTurismo, this celebration stands as a testament to our enduring legacy."

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