

AUTOMOTIVE

Bentley adds digital elements, factory tours to Crewe client experience

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Guests of the brand's U.K. headquarters can now enjoy immersive digital installations and guided tours while commissioning their cars. Image credit: Bentley

By LUXURY DAILY NEWS SERVICE

British automaker Bentley is strengthening its engagement strategy.

A new Luxury Visitor Center and Experience hub will showcase the best of the brand's product line, supporting bespoke physical elements with interactive digital innovations. The investment in the client excursions arrives as Bentley launches personalized tours of an on-site factory at the company's Crewe, U.K. headquarters starting Sept. 1.

"The Home of Bentley is a benchmark in production operations and sustainable luxury mobility leadership," said Caren Jochner, global head of brand experience at [Bentley](#), in a statement.

"It is something to be experienced and celebrated," Ms. Jochner said. "We have invested heavily to provide the service our clients expect and are now providing interactive immersive solutions that will enable each customer to learn and interact, creating a legacy and opportunity to invest in a piece of Bentley history."

Crewe commissions

Guests can now enjoy a set of experiential touchpoints while commissioning their cars in Crewe.

As Bentley puts further resources toward customizing the offline consultation process, its update has yielded a team of dedicated hosts, available to guide customers through the automaker's "CW1 House" flagship.



Using touch-screen technology at Bentley's "Phygital Table" to customize CWI House tours, clients can enjoy immersive experiences such as a 180-degree show outlining brand lineage. Image credit: Bentley

Debuting a reworked Excellence Center for Vehicle Finish, Bentley's latest project holds appeal for clients seeking to create their very own vehicles.

Here, patrons are able to choose from a selection of paint finishes, sustainable hides, stitching designs, hoods, carpets, seatbelt varieties and wood veneers with design consultants at the ready, providing insights on how to bring about a dream car.

The location houses a wood shop, which touts at least nine sustainable finishes sourced from around the planet. Those stopping by Bentley's campus can learn about how its luxury automobiles infuse the raw material – the same goes for its stone, carbon fiber and machine-turned aluminum supply.

As education is provided on how Bentley harnesses solar power and prioritizes ecological restoration efforts like planting and beekeeping right at home, the introduction of factory tours aims to foster enhanced facetime with buyers, allowing visitors to witness technology in action, accenting the automaker's approach to craftsmanship, design and, of course, sustainability ([see story](#)).

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