

AUTOMOTIVE

Bentley, The Peninsula partner to provide guests with hybrid rides

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Commissioned by the newly-opened hotel, the four bespoke models come with a 28-mile electric range. Image credit: Bentley

By LUXURY DAILY NEWS SERVICE

British automaker **Bentley** is providing a means of transport at The Peninsula London.

Beginning Jan. 29, guests of the five-star stay will gain access to a selection of 2024 Bentayga Hybrids for personal use. Commissioned by the newly-opened hotel, the four bespoke models come with a 28-mile electric range, which the brand notes is perfect for trips throughout London's Ultra Low Emission Zone and beyond.

"The Peninsula is known for its global collection of impeccable bespoke vehicles, and Bentley makes a natural fit with our standards and ethos," said Sonja Vodusek, managing director at **The Peninsula London**, in a statement.

"As a brand, Bentley has a remarkable heritage of British design and craftsmanship, yet the Bentayga Hybrid shows the company is meeting the challenges of the future with confidence."

Travel in style

Situated within Central London's Belgraveia district with views of Hyde Park Corner and Wellington Arch, The Peninsula London is in a prime location for inner-city travel.

The hotel, a less-than-five-minute drive from Buckingham Palace, now offers energy-efficient options for visits to nearby landmarks.

Its first-ever luxury hybrid SUV fleet is helping the hotel meet service goals and sustainability targets. The amenity provides a luxury experience on wheels with limited emissions.

The vehicles were tailor-made by the automaker's Mulliner personalization division and feature Peninsula Green exteriors.



The vehicles' interiors feature proprietary shades of Honey, Saddle, Beluga and Burr Walnut, with mood lighting additionally available. Image credit: Bentley

Special touches include images of The Peninsula London, present on each of the car's front doors. Once the hatches are swung open, guide lamps project The Peninsula's logo on the ground below.

Inside, Azure specifications call for seat backs with what Bentley calls "wellness quilting" the treatments prioritize comfort and rear-facing entertainment screens.

"Sustainability and enlightened luxury matter to The Peninsula Hotels and we welcome Bentley's luxury hybrids to The Peninsula London's fleet," said Ms. Vodusek, in a statement.

Fellow British automaker Rolls-Royce is also furthering its efforts in the custom commission game, announcing it will expand its global Private Office network to new cities this year ([see story](#)).

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