

MOBILE

## Bentley offers virtual test drive in app update

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By TRICIA CARR

British automaker Bentley Motors updated its vehicle offerings on the Sports Car Challenge application to include its Bentley Continental GT V8 that allows iPad users to virtually test drive the model.

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Consumers can find a dealer, go for a test drive and pick out parts of a Bentley vehicle before they take it out for a spin. The Sports Car Challenge is available for free in Apple's App Store.

"The Sports Car Challenge app presents Bentley with a great opportunity to highlight the powerful, sporty and performance-orientated element of our brand," said Matt Smith, digital strategy manager of sales and marketing at [Bentley Motors](#), Crewe, England.

"[The GT V8] is a truly modern and high-tech sports GT that epitomizes Bentley," he said. "By updating the app to include the new Continental GT V8, we are highlighting the sporting nature of our model range to a huge cross-section of people."

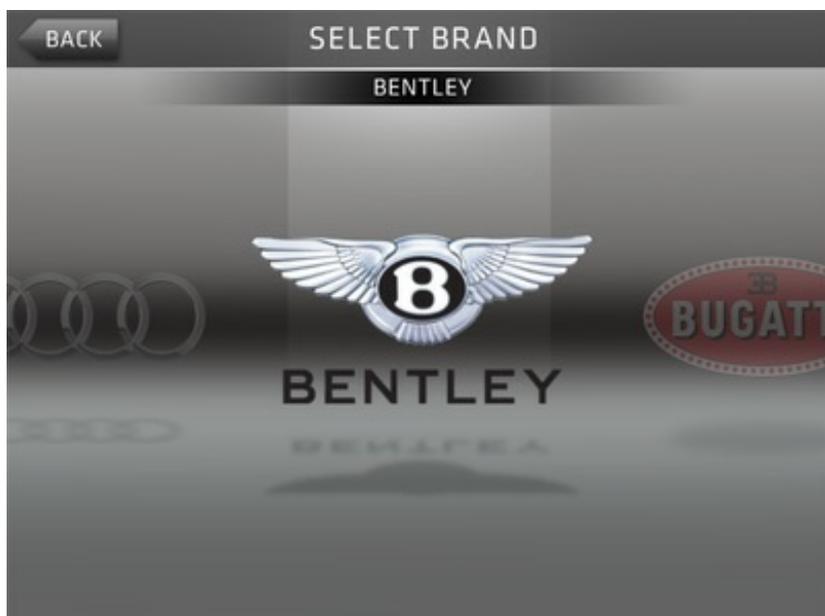
### Get in the game

The Sports Car Challenge lets iPhone and iPad users drive virtual luxury sports cars on two courses set in Germany and China.

Total app downloads reached almost 2 million within four months of the app's original launch, per Bentley.

Upon starting the app, users are given a choice of car manufacturers to explore.

Bentley is the first to appear. Other luxury automakers include Audi, Bugatti, Lamborghini and Porsche - all part of the Volkswagen family, along with Bentley.



### *App menu*

Bentley introduced its first vehicle to the app with the Continental Supersports ISR in November 2011. The new GT V8 was the natural follow-up, per the automaker.

Users can choose the red Bentley Continental GT V8 as their racing vehicle.

The app quickly loads to show the car in a garage. Users can use their fingers to navigate around the car and view it from all angles.



### *Continental GT V8 racing car*

Another new feature in the app is the interior view. Users can click the magnifying glass

on the left menu to be transferred to the inside of the car and can view all angles.

Users also have the ability to take a screen shot of the car or take a 360-degree video view of the car.

To play, users can choose from three play options including time trial, slalom and braking practice.

The time trial requires users to drive the Continental vehicle around a single lap as fast as the user can.



*Time trial mode*

Slalom mode lets users navigate around traffic cones in a race against time.

Braking mode gives users the chance to accelerate the vehicle by swiping down on the screen and then break full force.



*Braking mode*

Users can create a video of any race to save to their device.

This app was developed in China where Bentley is currently experiencing significant growth, per the automaker.

Last quarter China became Bentley's largest market with 578 cars delivered to customers. This is an 84 percent increase quarter over quarter.

"By using such technology-specific content as the Sports Car Challenge app in our largest market, Bentley is building brand awareness by developing new ways of promoting our products with new audiences," Mr. Smith said.

#### Mobile movement

More than 10 percent of the traffic to the Bentley Motors Web site comes from mobile devices, according to the automaker. There is a service button in the app with links to the Bentley Web site or to find a dealer based on the user's current location.

Mobile-orientated apps and Web sites are important to the brand's digital efforts, per Bentley.

Bentley currently has its own app called "Pure Bentley," a motor journal that shows the design, engineering and history of Bentley Motors that the brand has also optimized for iPad users ([see story](#)).

In fact, Bentley updated its "Pure Bentley" mobile app last year to be available in eight different languages, allowing consumers worldwide to look at branded products and keep up-to-date with news and information ([see story](#)).

Other apps are under development, per Bentley.

"Luxury customers are typically short of time and require information quickly and easily," Mr. Smith said. "By using new and innovative ways of highlighting our products using online and mobile apps, our customers will have improved awareness of our model range.

"Incorporating the GT V8 in to a mobile game provides an entertaining and novel new way of promoting our products and engaging with the potential customers of tomorrow," he said.

#### Final Take

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