

MOBILE

Bentley connects with elite auto enthusiasts via iPad app

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By PETER FINOCCHIARO

Volkswagen Group-owned Bentley Motors Ltd. is targeting ultra-affluent mobile users with the launch of an iPad-optimized version of its Pure Bentley branded journal.

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Luxury Daily

Pure Bentley for the iPad includes articles about the history and creation of the Bentley brand and vehicles, as well as high-quality photography and videos. The application is available for free in Apple's App Store.

"Luxury retailers can utilize applications for both smartphones and tablets, such as the iPad, to increase customer engagement with the brand," said Patrick Bouaziz, chief visionary officer of ILoveVelvet, New York.

"In the case of Bentley, they have offered their customers yet another opportunity to connect with the brand on an increasingly popular medium, showcasing not only the products offered but an in-depth conversation into what the company represents," he said.

I Love Velvet did not design the application for Bentley, but agreed to speak as a third-party source.

Base pricing for **Bentley's** vehicles ranges in the hundreds of thousands of dollars. For example, the 2010 Continental GT Supersport coupe has a manufacturer's suggested retail

price of \$267,000.

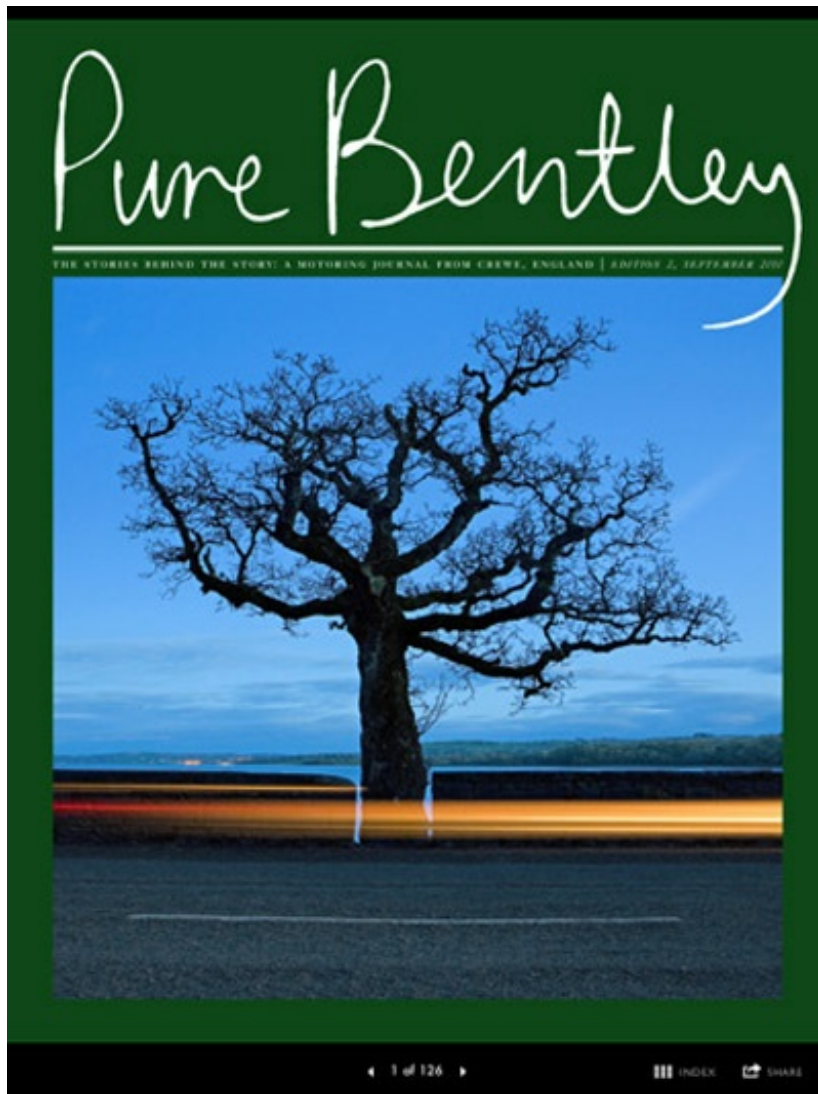
Bentley was not available for comment by press time.

App mechanics

The release of the Pure Bentley iPad application coincides with the publication of the second edition of the Pure Bentley journal.

When auto enthusiasts launch the Pure Bentley application, they can view the current edition's cover, which features an evocative photograph of seaside scene as a Bentley vehicle – visible only as an orange streak of light – flashes by.

Here is a screen grab of the cover:



Readers can flip through the journal's 126 pages by dragging their fingers horizontally across the screen.

A bar along the bottom of the screen shows readers what page they are currently viewing.

Users can also pull up an index with thumbnail images of all of the publication's pages which they can scroll through horizontally.

Articles explore the history and design of Bentley vehicles.

One short example, titled "Family likeness," discusses the Bentley R Type Continental, a

model built only 207 times soon after the end of World War II.

Another article, “Grand touring. Redefined, from the inside out,” explores the development of the new Bentley Continental GT coupe.

Readers can also hold the iPad in portrait mode to view one page of the publication, or in landscape mode to view two pages at a time.

Certain pages have tabs located near the top of the screens that users can click to access additional content.

For example, certain pages let users click through to view high-quality videos of Bentley vehicles in action.

Here is a screen grab of a video in the application:



Other pages contain links to download or email versions of the photography featured in the issue.

Here is a screen grab showing the download options in the application:



The Pure Bentley application is also available for the iPhone and iPod touch.

Revvng up mobile

The mobile application has been a popular promotional tool for high-end automakers.

BMW released an iPad application for its branded magazine earlier this summer that boasts a similar format to Bentley's tablet offering ([see story](#)).

Likewise, rival British car brand Rolls-Royce has targeted engagement with aspiring luxury consumers through its own iPhone application ([see story](#)).

"Everyone always talks about us living in a small world – but with the advent of iPhones, iPad and other mobile devices, the world actually got bigger for advertisers and content publishers," said Jeannie Mullen, global executive vice president and chief marketing officer of [Zinio](#) and VIVmag, New York.

"I would encourage every brand to look into how they can reach new target buyers through mobile," she said.

Final Take

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