



By appointment
to Her Majesty The Queen
motor car manufacturers
Bentley Motors Limited
Crewe Cheshire



By appointment
to HRH The Prince of Wales
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Press Information

BENTLEY AND PHILIPPE STARCK – A PROGRESSIVE COLLABORATION POWERED BY INTELLIGENT DESIGN

- Renowned creative thinker designs Power Dock for Bentayga Hybrid
- Sustainable materials and elegant design creates functional piece of art
- Starck's environmental ethos influences progressive collaboration
- Bentayga Hybrid is Bentley's first step towards an electric future

(Crewe, 06 March 2018) Bentley has collaborated with renowned creator, Philippe Starck, to create a unique and intelligent recharging unit concept for Bentayga Hybrid customers – the Bentley x Starck Power Dock.

The statement piece with its clean and refined design is conceived with the highest attention to detail from both Bentley and Starck, using sustainable and technological materials. The elegant surround is formed from hand-pressed eco-linen reinforced with sourced thermosetting resin, while the domed frontage is fashioned using a hot-pressure aluminium casting.

Starck's Power Dock concept – with its tactile surfaces and inviting aesthetic – will encourage Bentayga Hybrid customers to plug-in whenever they are at home, thus ensuring each journey begins with the maximum electric-only range.

It is designed to keep charging cables neat and safe at home. Furthermore, it brings a sophisticated and timeless touch to the act of hybrid recharging, acting as a functional piece of art that will enhance any home.

Phillippe Starck, also a Bentley customer of many years, describes the ownership experience as “a love story”. “You don't like a Bentley, you love it. The relationship with a Bentley is not about bio-design or horsepower, it's a mental and sentimental relationship,” he explained.



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Maximum Intelligence, Minimum Materiality

Throughout his career Starck has demonstrated a unique and rebellious approach to product design, and an unrivalled attention to detail that has made him one of the most revered creators of his generation. He is responsible for many iconic designs. From everyday products such as furniture and lemon squeezers, to revolutionary mega-yachts, hotels and restaurants that aspire to be wondrous, stimulating and intensely vibrant places – Starck never ceases to push the boundaries and criteria of contemporary design.

He has also consistently demonstrated an environmental ethos, always conscious of the materials he uses and their impact on the world around him. All of this made him the perfect partner for Bentley and the Bentayga Hybrid.

For example, he has designed P.A.T.H. with Riko, Prefabricated Accessible and Technological wooden Houses powered by wind and solar power; revolutionary wind turbines designed for domestic use; and electric cars, bikes and bicycles.

“As always with my designs I wanted the maximum of intelligence with the minimum of materiality. I wanted it to be a modern art piece: durable, real and avant-garde high tech. It was also important for me that the unit was as sustainable as possible,” explained Starck.

Serenity Through Technology – Bentayga Hybrid

This Bentayga Hybrid model represents Bentley’s first step towards full electrification, combining the serenity of silent motoring with exquisite comfort and effortless performance.

Offering the best of both worlds, the new model combines an advanced electric motor with a powerful and efficient new-generation V6 petrol engine. The hybrid version of the world’s most luxurious SUV will be Bentley’s most efficient model ever, and its first with CO₂ emissions of 85 g/km.



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The Bentayga Hybrid feels and rides like a true Bentley, providing the refinement, effortless performance and exquisitely tranquil cabin environment for which the luxury British brand is famed. It represents the future of luxury mobility; an oasis of calm and tranquillity in the city and beyond.

- ENDS -

Notes to editors

Bentley Motors is the most sought after luxury car brand in the world. The company's headquarters in Crewe is home to all of its operations including design, R&D, engineering and production of the company's four model lines – Continental, Flying Spur, Bentayga and Mulsanne. The combination of fine craftsmanship, using skills that have been handed down through generations, alongside engineering expertise and cutting-edge technology is unique to UK luxury car brands such as Bentley. It is also an example of high-value British manufacturing at its best. Bentley employs around 4,000 people at Crewe.

- ABOUT -

BENTLEY

www.bentleymotors.com

STARCK

Philippe Starck is an internationally acclaimed French creator, designer and architect. His profound comprehension of contemporary mutations, his determination to change the world, his anticipatory concern for environmental implications, his love of ideas, his desire to defend the intelligence of usefulness - and the usefulness of intelligence - have accompanied one iconic creation after the other. From everyday products such as furniture and lemon squeezers, to revolutionary mega-yachts, individual windmills, electric bikes or hotels and restaurants that aspire to be wondrous, stimulating and intensely vibrant places. This untiring and rebellious citizen of the world, who considers it his duty to share his ethical and subversive vision of a fairer planet, creates unconventional places and objects whose purpose is to be "good" before being beautiful.

Philippe Starck and his wife, Jasmine, mostly live on an airplane or in "middles of nowhere".

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