

Michael Straughan
Bentley Motors

Definitive Design



Unique Bentley



Extraordinary customers

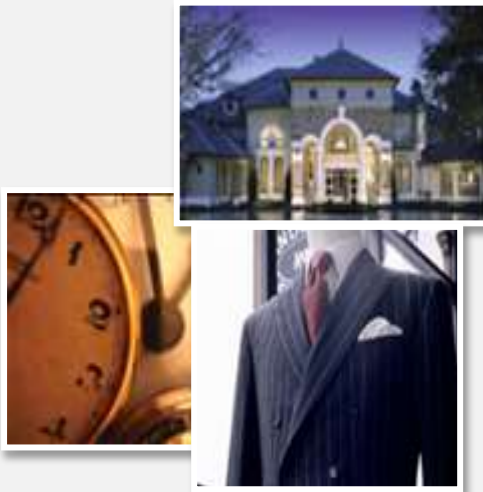




INTERNAL ONLY

Luxury Products

Classic Luxury



Flamboyant Luxury



New Luxury

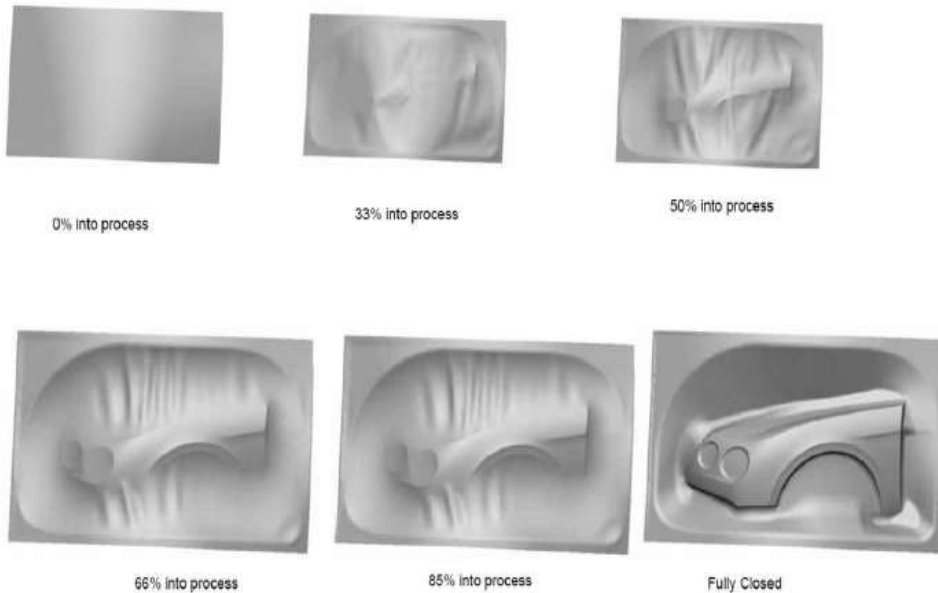


Design DNA – encapsulated Headlamps



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Super Plastic Forming of Aluminium Exterior Panels



Simulation of SPF Forming process



Fender SPF formed shell

Design DNA – exquisite Interior



Unique Design Elements – stainless steel Brightware



Unique Design Elements – 6¾ Litre Engine

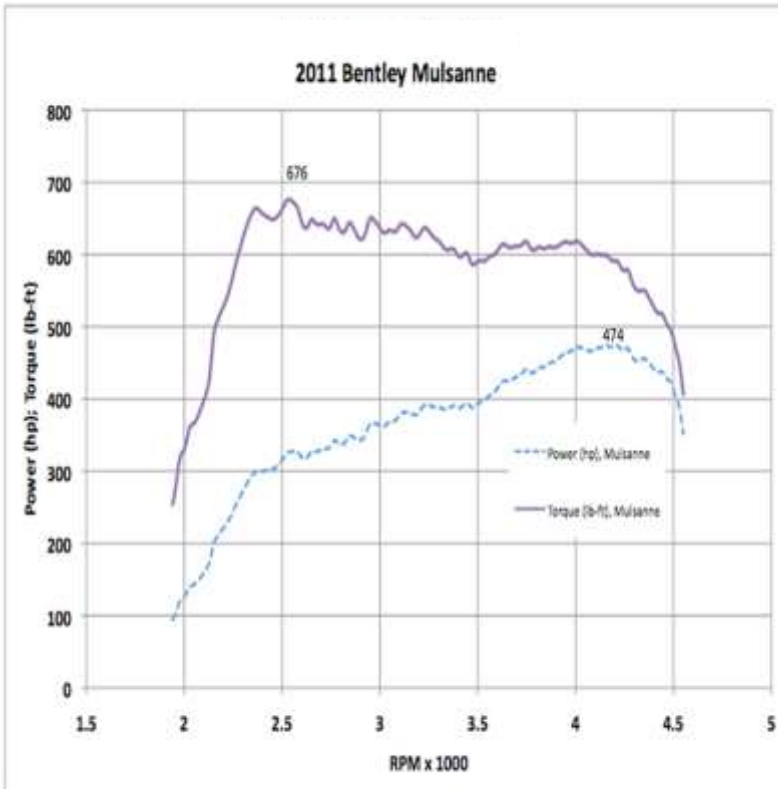


1959: Bentley S2

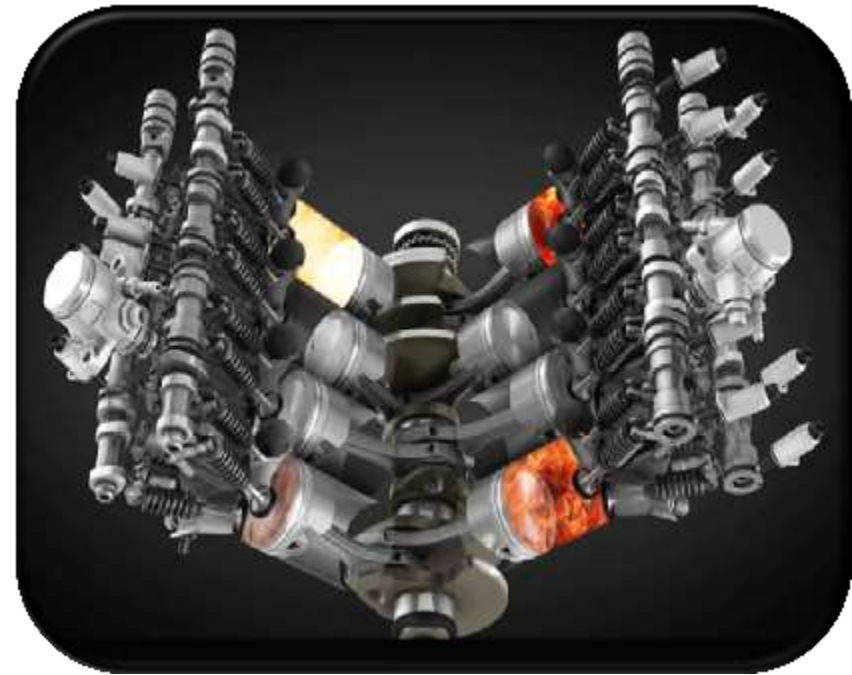


2010: Mulsanne

Unique Design Elements – 6¾ Litre Engine



Mulsanne Torque Graph



Cylinder shutdown technology

Conclusions



‘The emphasis and value on ideas and original thinking is an innate part of British culture and, in many ways, that describes the traditions of design.’

Jonathan Ive

Conclusions



Sir Jonathan Ive KBE
Senior Vice President
Design
Apple
1 Infinite Loop
Cupertino, CA 95014

February 20, 2014

Mr. Luc Donckerwolke
Design Director
Bentley Motors, Ltd.
Pyms Lane
Crewe CW1 3PL
United Kingdom

Dear Luc!

I just took delivery of my new Mulsanne and I wanted to write to thank you so much for your support in making this happen! It is absolutely gorgeous! In fact, I am writing this letter from the back seat!! Paul and Vincent here on the U.S. side were terrific as well.

Thank you again, Luc!! Please do let me know if you have any plans to over here. It would be great to meet up again soon!

My very best,

Jonny