

January 2016: Palm Springs, California

Derek Bell MBE helps launch the Bentley Bentayga to the Worlds Media

Last week Bentley's first ever 4x4, the Bentayga, hit the road – as well as off-road, as long-time Bentley brand ambassador and five-time Le Mans winner Derek Bell helped show off its capabilities to the worlds media.

140 motoring and lifestyle press from around the world descended on California in anticipation to test drive Bentley's fourth model line – the Bentayga, the fastest, most powerful, luxurious and exclusive SUV in the world.

The eagerly awaiting journalists were treated to an exceptional 'Bentley' experience, to witness first-hand the Bentayga and its capabilities, even in the most challenging of environments.

The Bentayga features the all-new W12 TSI engine, the most technically advanced 12-cylinder engine in the world. It can deliver the most power, torque and economy of any car in its class. However, to illustrate its performance off road, the media representatives were helicoptered to 'Imperial Dunes', a tented basecamp where a team of specialist instructors were on hand to help them put the vehicle through its paces off road.

Next up was Chukwalla Valley Raceway, where Derek Bell provided instruction in preparation of their three hot laps. As Derek said "the Bentayga delivers optimum balance of handling, efficiency and cabin comfort – without compromise. In the same way that the Bentley Continental redefined the idea of a luxury Grand Tourer in 2002, there is no doubt that the Bentayga will become the benchmark for other SUVs. Nowhere in the world are cars crafted with the same passion and skill as they are at the Bentley factory in Crewe. I am thrilled to be able to help showcase the brand".