

BENTLEY EXP

Interior Design S
Frederic D

RESENTATION OVERVIEW

Quick introduction

Bentley's current line-up

Design brief

Influences

Design philosophy - style language

Cabin flexibility

In Detail:

- electrical interface

- console

- seats

- steering wheel

Modelling story

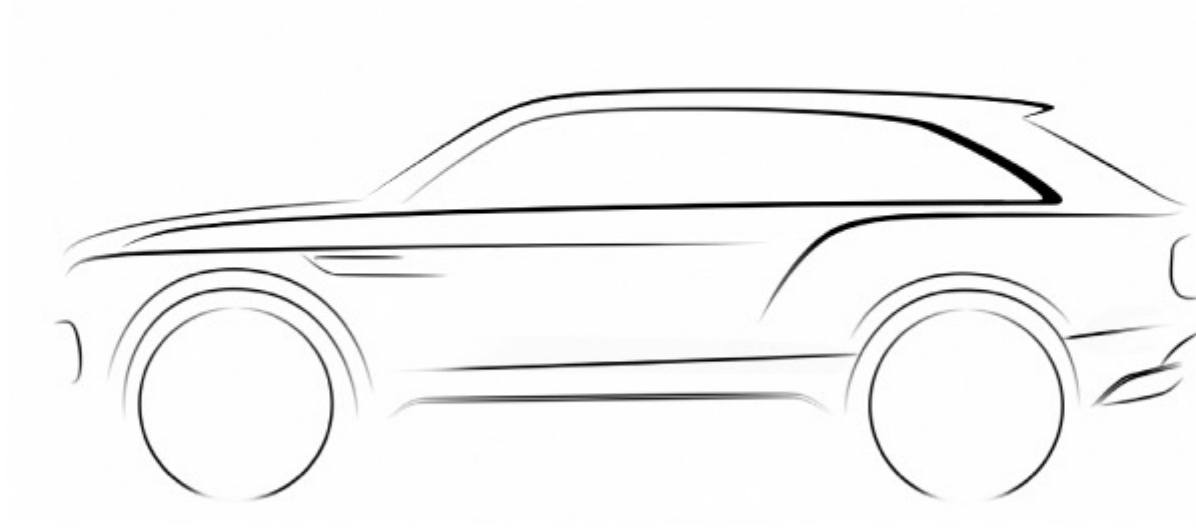
Final result



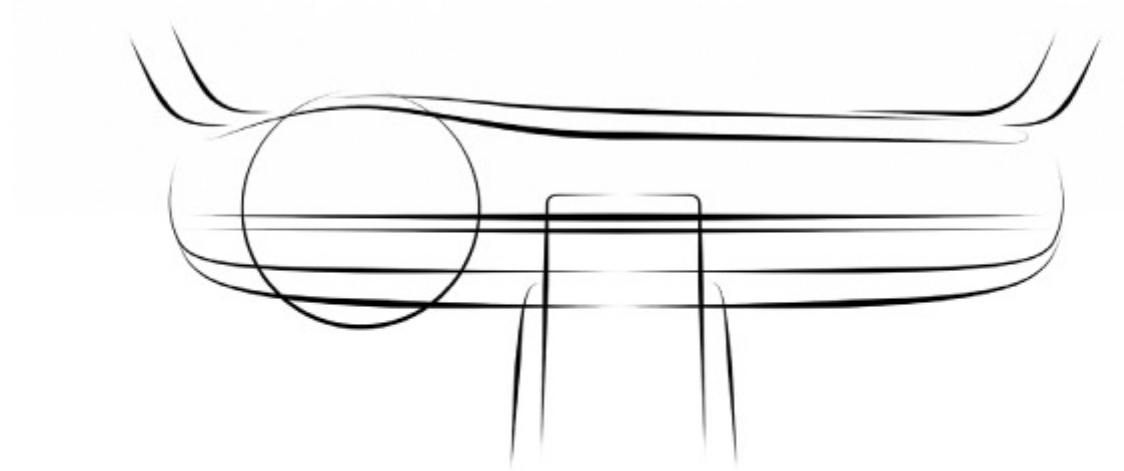
Frederic Da
Automotive De

Belgian born and
Bentley Design Studio since
Designer on the interior design

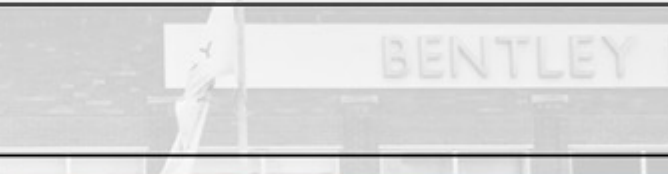
Part of the interior design team for the **Mulsa**
Lead interior designer on the **2010 Continental GT - 0**



The Bentley SUV Concept Interior Design Story



BENTLEY



DESIGN BRIEF, BENTLEY SUV

Head of Interior Design

Robin Page: *"Would you like an interior with a bias towards an executive limousine for Shanghai, or towards a British country sports utility vehicle?"*

CEO Bentley Motors Ltd.

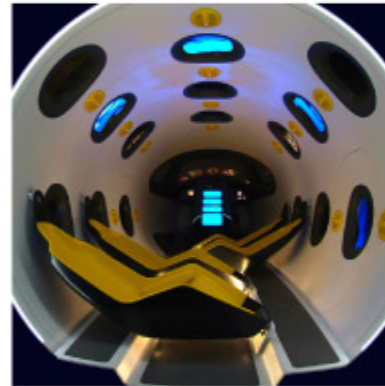
Mr Durheimer: *"Yes"*

Interior Design Influences

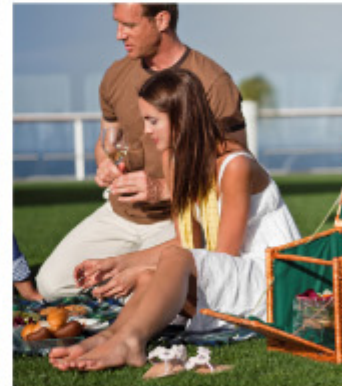
Muscular Tension, Elegant lines
complimented by handcrafted materials

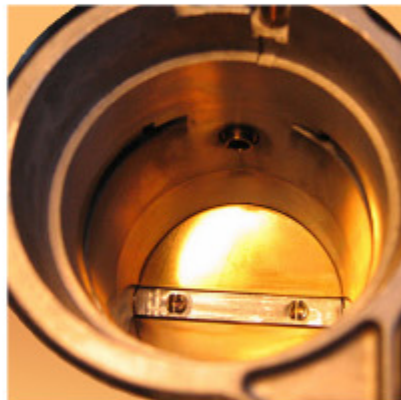


Enveloping, Modern, Technical, Exquisite detailing



Luxury lifestyle, Sophisticated & Desirable





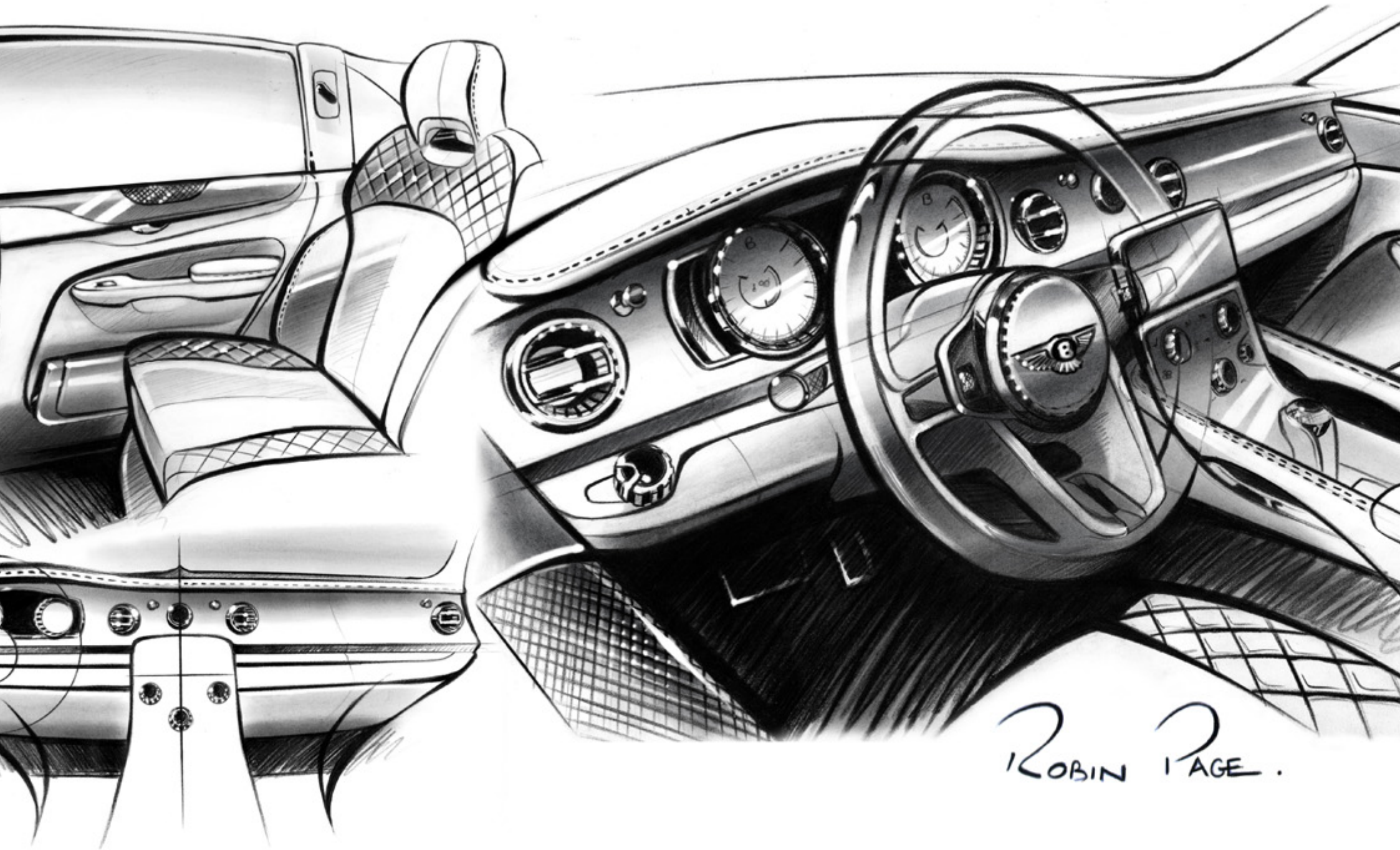
Pure Bentley

"Best in Class" (W.O.Bentley)

Ultimate Craftsmanship

Gentleman Adventurer

*to adhere to our principles of design for craftsmanship
and keep the use of natural materials in mind. ”*



"Some unique features give insight



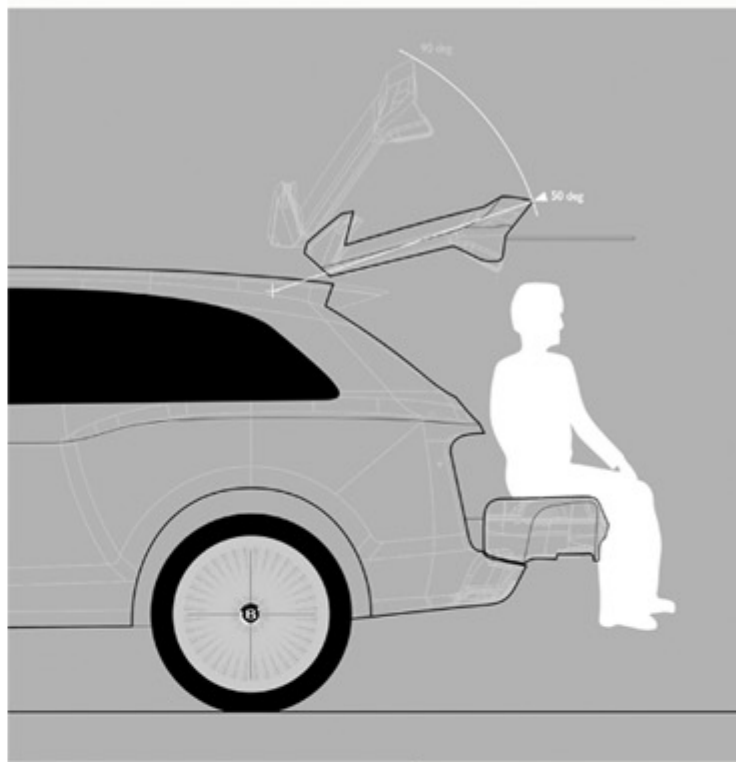
"The fluid waist rail design shows pinnacle craftsmanship"

countryside roundabout, as well as a sumptuous limousine

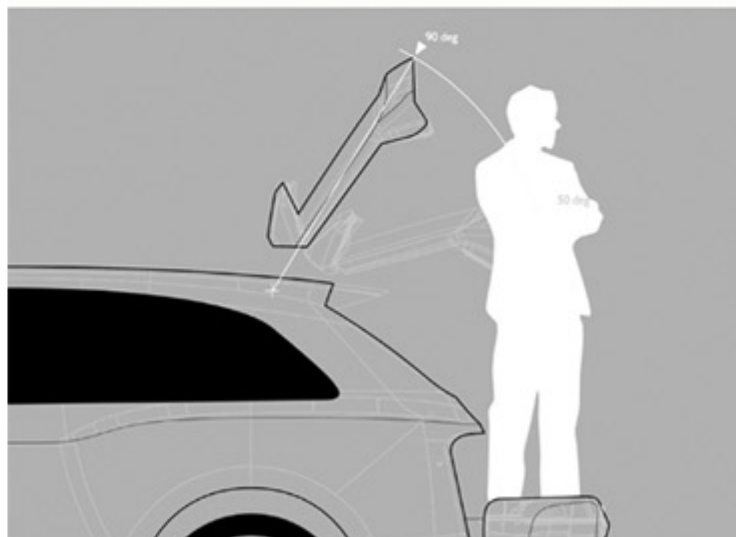


” However, you can also customize how you interact with your car, and



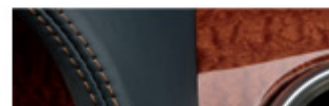


STAGE EVENT CONFIGURATION



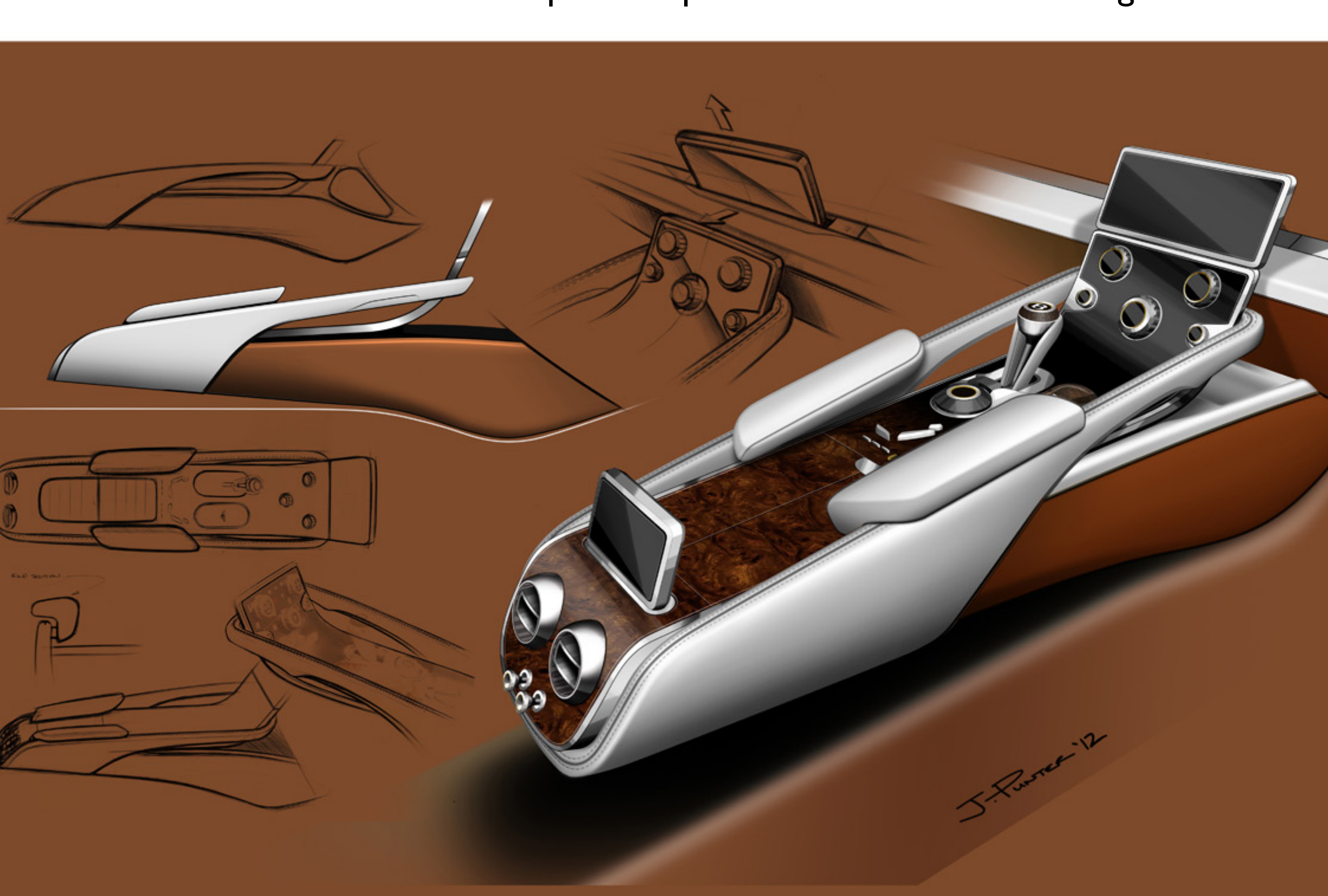
modernity of the style and considerably affect the overall ambience inside the



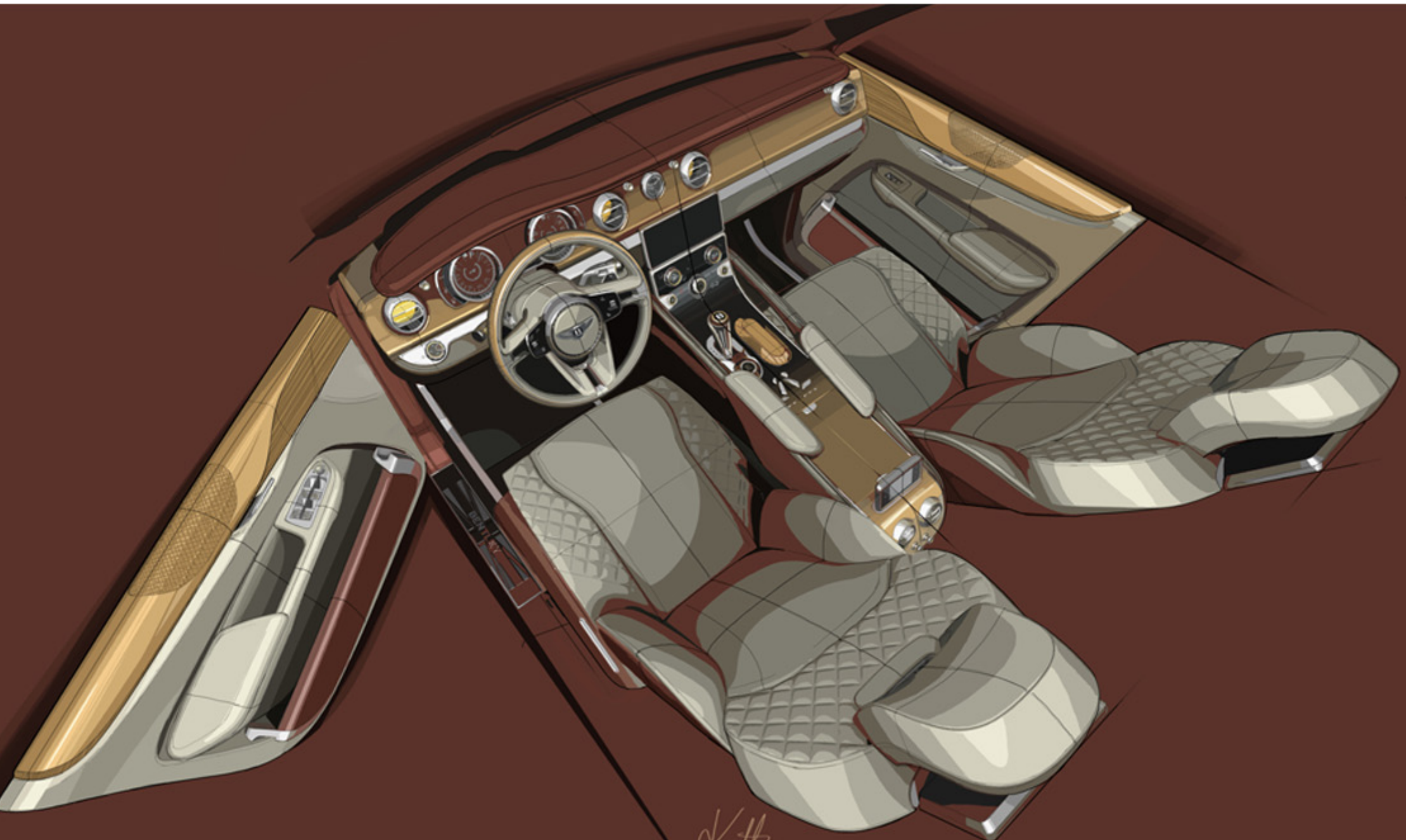


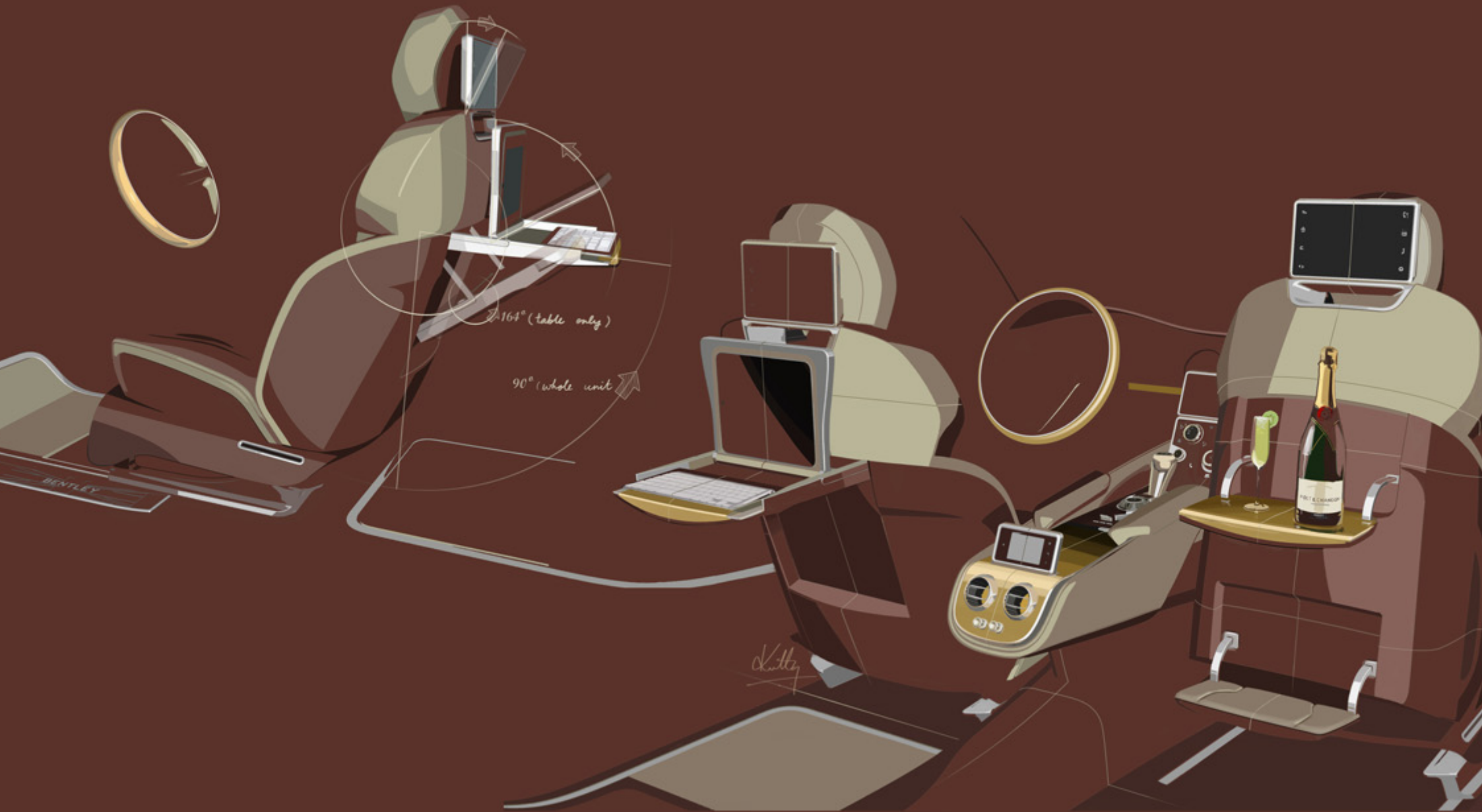
more intuitive.”



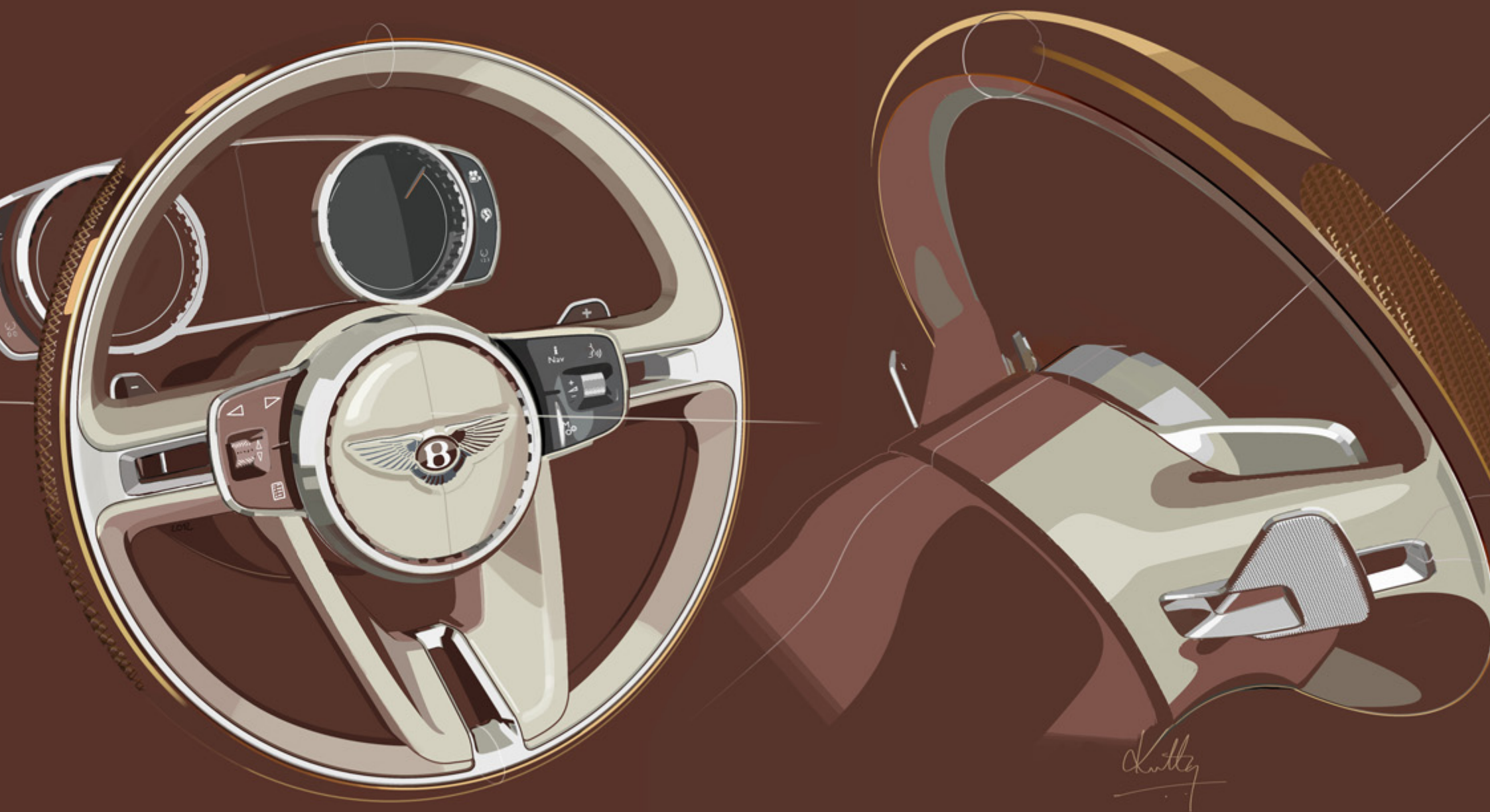


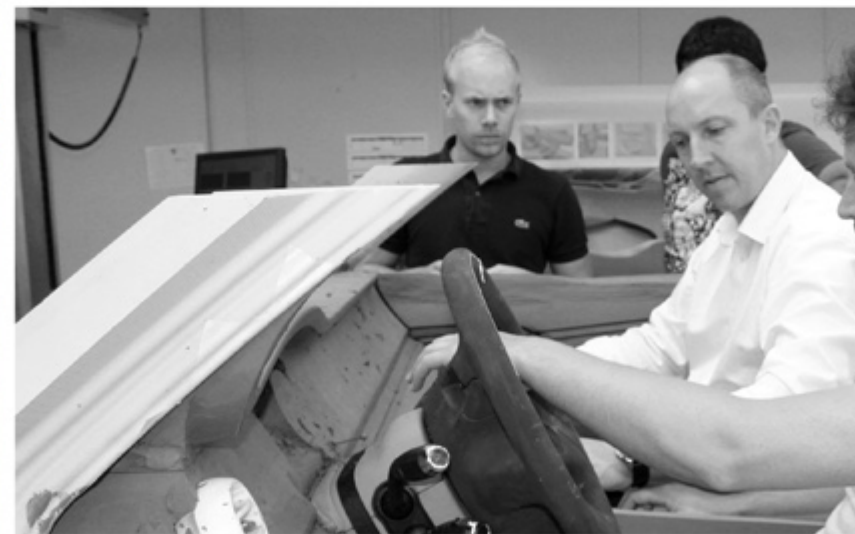
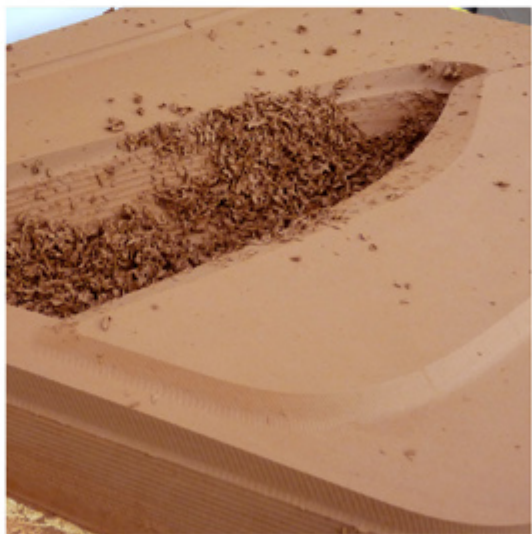
strategically placed to add to the sense of command and

























Head of Bentley Design

Dirk Van Braeckel: *“A fully handcrafted, comfortable Bentley interior; natural materials and highly detailed metal switchgear, combined with high-tech touchscreens and multifunctional instruments...*

...make for a very special ambience without equal.”