

The automobile industry has always captured the imagination of many big organisations across the world. The growth in the automobile industry has been ever rising as the need for having cars has always increased in the world. From better technological innovations to faster cars to safety features to concept cars, all have managed to leave a mark in the minds of people. But there is one automobile brand whose name spells luxury, elegance and beauty- Bentley.



In 1919, Bentley Motors was founded in London. And ever since its formation Bentley motors was known for excellent manufacturing and product quality. This became Bentley motors USP and helped them strengthening their brand. Gradual success in racing events also boosted the power and efficiency of Bentley. And this was just the beginning of a long successful journey for one of the most expensive and classy vehicles.

Brand Bentley is depicted by its exclusivity. Bentley manufactures only around 10,000 units a year globally. And Bentley's target audience is invited and have to place orders a year in advance. Such is the premium and rich [brand equity](#) of Bentley, that its customer base includes top business, premiers and even the royal families of different countries. Owning a Bentley is a status symbol showcasing not only a taste for beauty, but also showcases the power, wealth and influence which a Bentley owner possesses.

Bentley motors focuses at a mission "to build a good car, a fast car, the best in class" by building the finest of vehicles in the world. Bentley has also already introduced new manufacturing processes, reducing total energy consumption by almost 30 per cent in the past decade. Also, CO2 emissions in the manufacturing process have declined by more than 20 per cent, and water use has fallen by more than a quarter. That environmental improvement was a significant achievement, since it coincided with record production and a tenfold sales growth to

more than 10,000 cars annually.

The manufacturing and management of the manufacturing plant also has been critical factor in the finishing of the product. The Bentley factory has state of the art technological machines, electronics specialists, paint experts and cabinetmakers, coppersmiths alongside trim specialists. All are world-class craftspeople working towards the realisation of the personal vision of our customers by giving them a customised luxurious [premium product](#). Bentley through its craftsmanship showcases passion of creating the finest and innovative cars with the perfection in automobile engineering. Thus, giving the customers a dream to drive.

Bentley has an array of luxurious models, which gives customers the choice to choose model as per their personality. Some of the popular models are :

- **Bentley Azure** is a luxury 2-door convertible car fitted with a turbocharged 6.75L Rolls-Royce V8 engine which achieves 0-60 mph in just 6.1 seconds.
- **Bentley Continental** is one of the most famous Bentley cars and it is fitted with 6.0 litre twin-turbocharged W12 engine which achieves 0 – 62 mph in 4.8 seconds. It give speed and power but at a price.

Bentley cars not only have the engines and finishing a priority, but use the finest materials, most of them handcrafted to make the car into an exquisite product. With the highest quality of product innovations, Bentley [positions](#) itself as an authentic, elegant and an iconic dream machine to drive.

In years to come, newer technology would give people an access to more and more cars and a wide variety to choose from. But in the field of vehicles, one brand name which would always represent a world of luxury, elegance, speed and power would be Bentley.

About the Author : [Parth Mathur](#) is an aspiring MBA. He loves cars, his guitar and cricket. He likes to collect information on various car brands like Bentley, Ferrari, BMW etc.