

Self Expression for the New Generation

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Meet the Team



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The Ask

Redefine Bentley as a **conduit** for **self-expression**, without losing its heritage of craftsmanship, elegance, and prestige for affluent Gen Z and Millennials.

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Opportunity

Bentley can **reclaim** its **most culturally iconic eras** and translate them into a modern self expression platform turning passive heritage into long term desirability among Gen Z and Millenials.

The Aspiring Tastemakers

Affluent **Gen Z** and **Millennial** adults (roughly age **22-40**) who are **motivated by self-expression**, identity, and unique experiences than by conventional status symbols.

The Aspiring Tastemakers

70%

global luxury spending by 2030.

Gen Z already holds

$360B

in spending power.

Affluent **Gen Z** and **Millennial** adults (roughly age **22-40**) who are **motivated by self-expression**, identity, and unique experiences than by conventional status symbols.

A Cultural Evolution

1920s–early 1930s:
Peak cultural fame

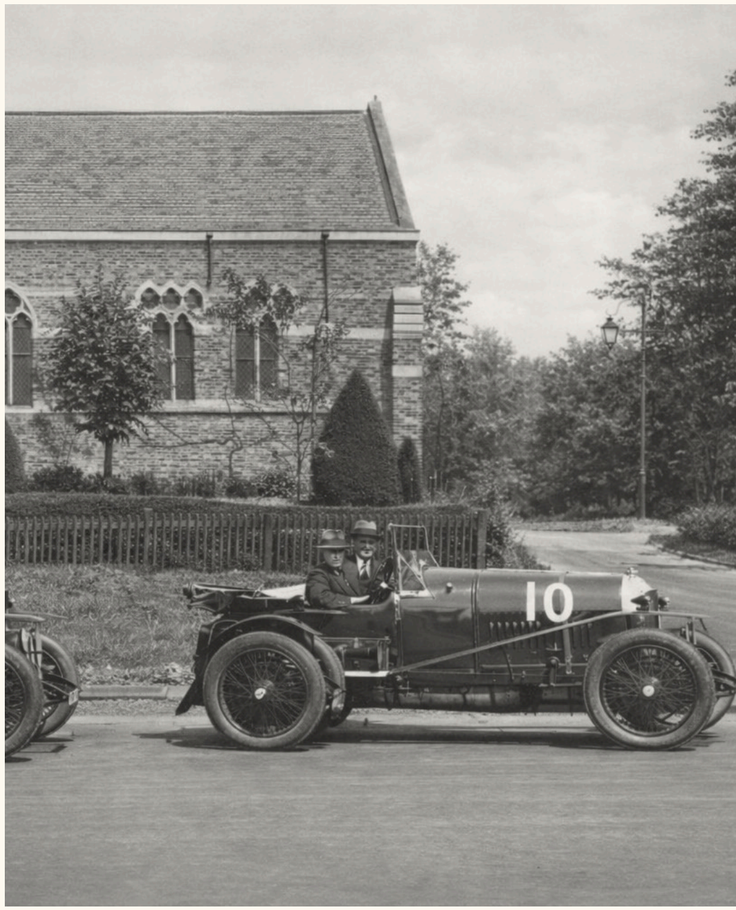
Early–mid 2000s:
Modern mainstream luxury breakthrough

2026 -
The New Bentley Era

Echoing the spirit of the *Bentley Boys*

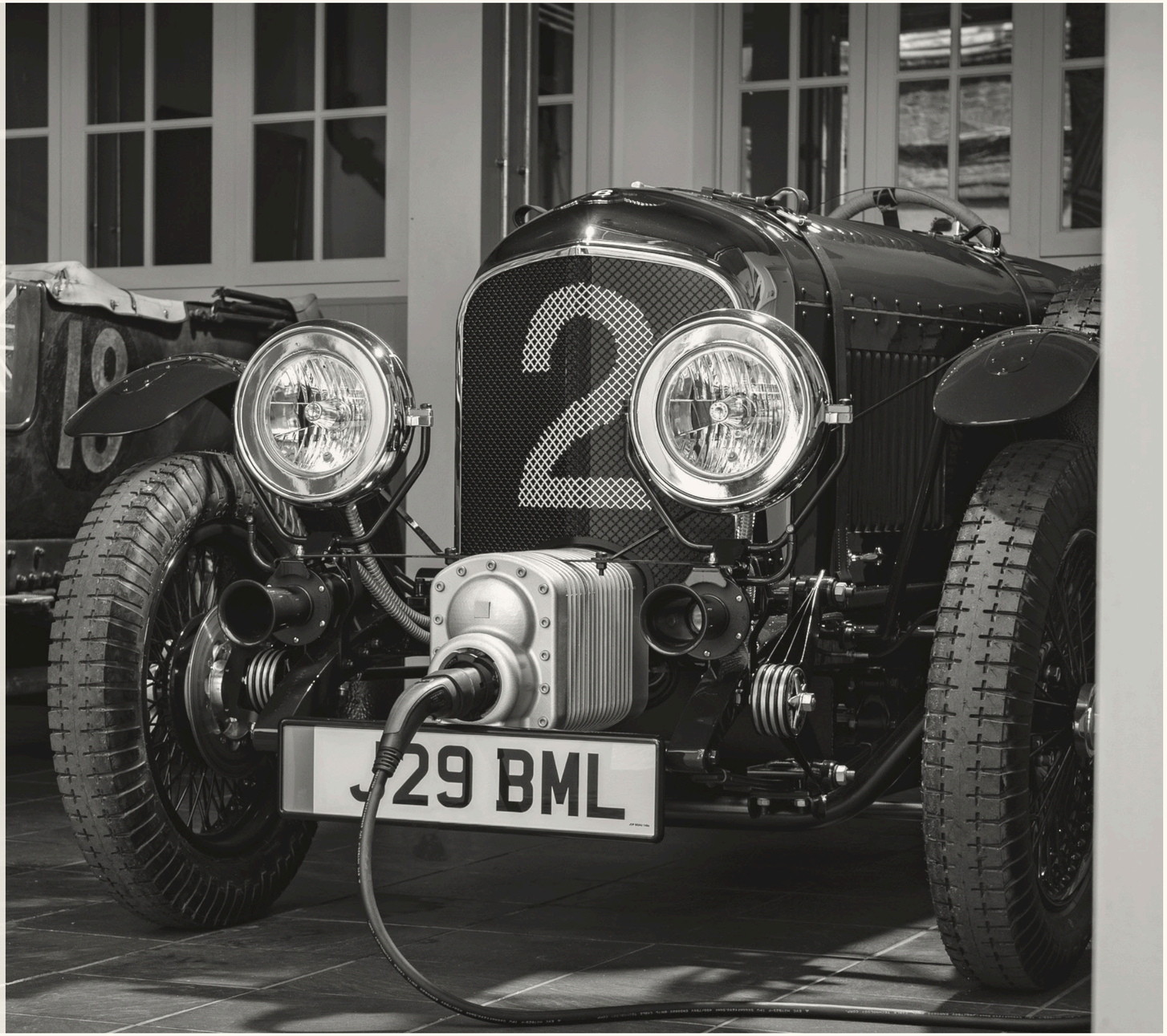






Owning their
creative authorship.

Unconcerned with
Speed Intelligence.





Aspiring for
Forward
Momentum.

Moving through the
World Their Way.

Who are today's Tastemakers?





Those defined by freedom, confidence, authority, and taste.





THE

BENTLEY *Boys*

BUILT BY LEGACY
SUSTAINED BY TASTE

THE BENTLEY *Boys*

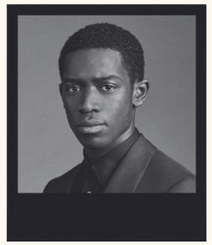
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Forward-thinking

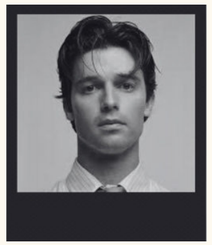


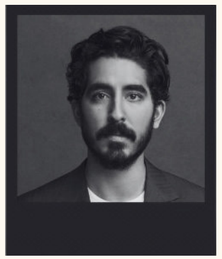


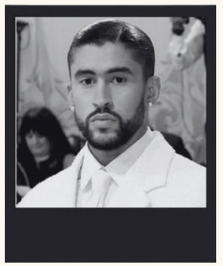


Quiet confidence

Cultural visibility







Heritage-rooted

Project Timeline

PHASE 01: Anticipation

Private Dinner Campaign Teaser	at the Frick in New York, USA | by Bentley
Early Earned Media	Private Dinner Coverage | Highsnobiety, Outlander Magazine, EE72
OOH Ads	at Bentley Showrooms

Print Publication Digital Publication Instagram Youtube

Project Timeline

PHASE 02: Awareness

Hero AD
Campaign Launch

Campaign film released globally.

Print Publication Digital Publication Instagram Youtube

Project Timeline

PHASE 03: Recognition

Collaborative & Paid Media by leveraging *The Bentley Boys Grand Tour*

Outlander Magazine, EE72, TAX Magazine

Print Publication Digital Publication Instagram Youtube

Project Timeline

PHASE 04: Engagement

Sotheby's Auction
Art Basel Miami Activation

Staggered Brand
Activations

Brand Activation
Media Coverage

Print Publication
Digital Publication
Instagram
Youtube

Private dinner





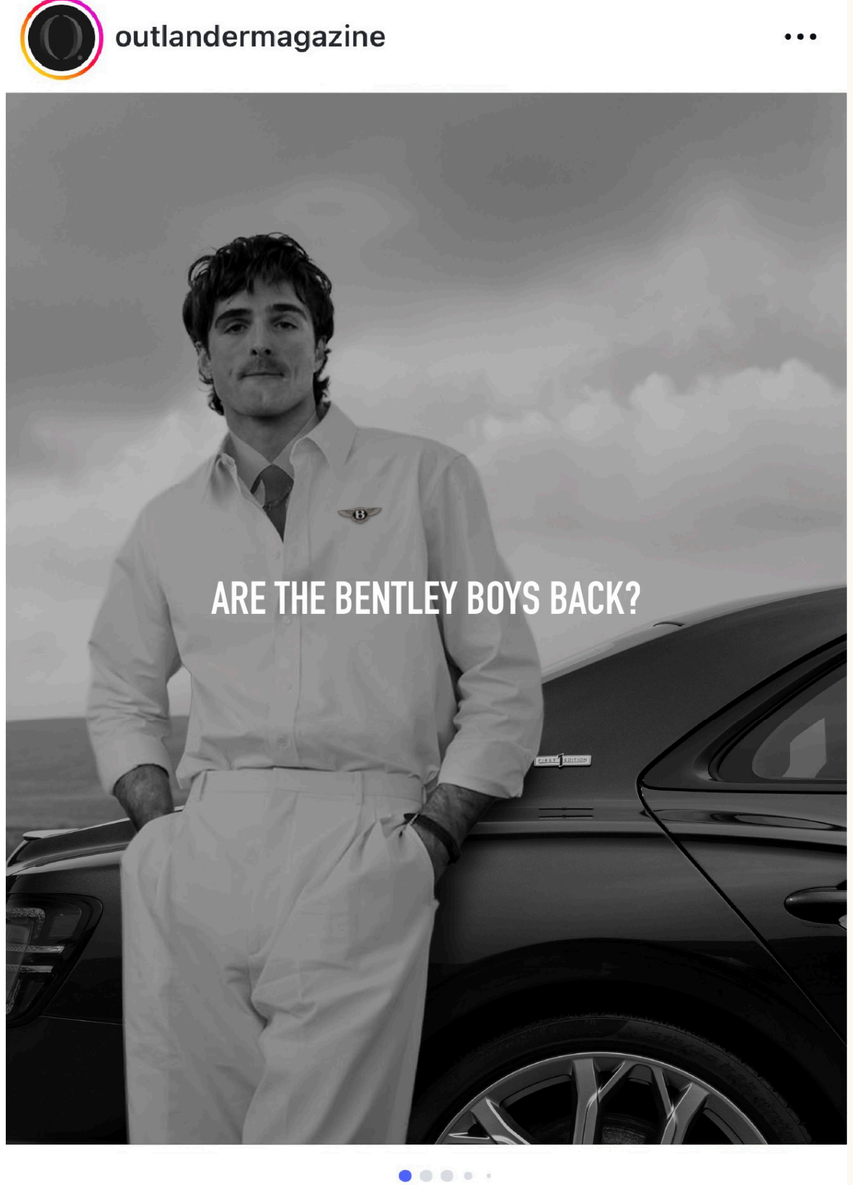
THE BENTLEY *Boys*

BUILT BY LEGACY
SUSTAINED BY TASTE



Earned media

after the private dinner



Are the Bentley Boys Back instagram post ft Jacob Elordi



OOH ADs


BENTLEY
PATRICK
SCHWARZENEG
THE
BENTLEY
Boys
BUILT BY LEGACY
SUSTAINED BY TASTE

OOH ADs



RM Sotheby's Auction Viewing





THE BENTLEY *Boys*

BUILT BY LEGACY
SUSTAINED BY TASTE



Collaborative media



TAX FEATURE: INTERVIEW

BAD BUNNY'S PUERTO RICO

A modern reinterpretation of the original Bentley Boys road journeys.

Photos by Bentley

For his chapter of the Bentley Boys Grand Tour, Bad Bunny returns to Puerto Rico, driving across the island that shaped him, documenting culture, ambition, and legacy along the way.

Nearly a century ago, the original Bentley Boys defined a new kind of freedom. They were aristocrats and adventurers, racing their Bentleys across Europe and through the night at Le Mans, forging a mythology around speed, style, and rebellion.

Collaborative media

taxmagazine



414 4 2 10

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taxmagazine For his chapter of the Bentley Boys Grand Tour, Bad Bunny returns to Puerto Rico ... more

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