



## BENTLEY AUTOMOBILES - DON'T DREAM IT DRIVE IT TOUR

**Objective:** To create a mobile marketing presence equaling the quality and craftsmanship of the Bentley Automobiles.

**Solution:** Showcase Bentley Automobiles in an unmistakable way providing a close up look at the craftsmanship which goes into producing a Bentley Automobile. Feature displays include a cantilevered engine, selling stand, craftsmanship, video wall and commissioning area. The tour traveled to dealers as well as premium events including equestrian events, golf clubs, polo events and jet shows. Special visits from Bentley leather artisans from Crewe England demonstrated leather stitching at many stops.