

New design era at Bentley

- **Luxury carmaker launches into the future of electric mobility with a revised logo, concept car, and new design studio**
- **Fully electric concept car combines classic Bentley design with modern technology**
- **CEO Frank-Steffen Walliser: “We are currently experiencing the biggest design revolution in Bentley’s history”**

Crewe, July 8, 2025 – A new chapter begins at Bentley: the British luxury brand is not only presenting its revised brand logo, but also an all-electric concept car featuring a new design. The vehicle, which is over five meters long, was created in the newly opened design studio at the company’s headquarters in Crewe, England.

Bentley unveils a new brand logo

With the new logo, Bentley is breaking new ground in terms of design and giving the logo – the winged “B” with clear lines and an angular design language – a contemporary design. The wings now have a more dynamic shape, inspired by the flight of a peregrine falcon. The company has designed the symbol as a three-dimensional gemstone with a multifaceted cut and a fine metal frame. The designer team has deliberately omitted the fine lower feathers. However, the iconic “B” remains the focal point. The new logo works both in combination with the classic wings and as a stand-alone trademark.

New design studio in Crewe

Another step towards the future is the new design studio in Crewe. Around 50 designers will work there under one roof and with roughly twice as much space as before. “We are currently experiencing the biggest design revolution in Bentley’s history,” said CEO Frank-Steffen Walliser. “A shared space creates new opportunities to shape our future through design.” The new studio is part of the extensive investment in the so-called Dream Factory. In addition to a state-of-the-art paint shop and an assembly line for battery-electric vehicles, Bentley is focusing on sustainable development and restoring existing buildings instead of building new ones.

The first electric Bentley

Bentley’s EXP 15 concept car presents a tangible vision of the brand’s electric future. The study shows how the company envisions a modern luxury grand tourer. It combines classic Bentley features with contemporary technology. The proportions are reminiscent of models from the 1930s: a long hood, the driver’s area set far back, and a striking, upright radiator grille.

The vehicle has a three-seater layout – this means a driver’s seat, a rear seat bench, and a front passenger seat that can be electrically adjusted and swiveled. The right-hand side of the vehicle is equipped with two doors that open in opposite directions, while there is only one door on the left. The focus is on the new “Magical Fusion” operating concept, which allows digital content to be shown or hidden as required. For instance, the dashboard can be transformed from a digital interface into a wooden surface at the touch of a button.

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In 2024, the Audi Group delivered 1.7 million Audi vehicles, 10,643 Bentley vehicles, 10,687 Lamborghini vehicles, and 54,495 Ducati motorcycles to customers. In the 2024 fiscal year, Audi Group achieved a total revenue of €64.5 billion and an operating profit of €3.9 billion. As of December 31, more than 88,000 people worked for the Audi Group, more than 55,000 of them at AUDI AG in Germany. With its attractive brands and numerous new models, the group is systematically pursuing its path toward becoming a provider of sustainable, fully networked premium mobility.
