

CLASSIC DRIVER

Breitling by Bentley

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It began in 2002 as a three year programme, but such is the success of the collaboration between luxury car manufacturer Bentley and Swiss watch manufacturer Breitling that they have announced a new phase in their relationship.

The watchmaking skills of Breitling and the engineering tradition of Bentley will be harnessed further to promote brand leadership along parallel paths in our individual sectors.

"I am delighted that we have now formalised a long-term relationship with our friends at Breitling," said Mark Tennant, PR and Marketing Director of Bentley Motors. "The spirit of the new relationship continues to be based on jointly developing our brand awareness through a combination of product development and innovative marketing activities for the press and our clients."





"The first phase has been a huge success commercially and strategically and I am confident that the coming years will be even more rewarding." Underpinning the joint collaboration is the commitment to craftsmanship, performance and cutting-edge technology.

The initial three-year co-operation, launched for the Bentley Le Mans campaign in 2002, gave rise to a collection of Breitling for Bentley chronographs, notable for their technical features, finish and styling. In addition Breitling were involved in the development of the fascia for the new generation of Bentley Continental models, where its clock now sits in the centre of the wing-shaped panel.



"We at Breitling are equally thrilled to be extending our marketing collaboration with Bentley," said Theodore Schneider, President of Breitling. "The Breitling for Bentley range has received an overwhelming response since we first started this co-operation, and has now developed into a strong brand in its own right. This agreement allows us to expand the brand and range even further - for which we have exciting plans."



The next phase of the relationship between the two brands will be evident in coming months as high-profile marketing activities and product reviews are launched.

Both believe what people say is true - lovers of fine cars also have a great weakness for fine timepieces.

For further information visit www.breitling.com.

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