

AUTOMOTIVE

Bentley powers up next-gen Flying Spur

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*The model sports a refined design and hybrid drivetrain. Image credit: Bentley*

By ZACH JAMES

British automaker Bentley is unveiling the new edition of an iconic in-house creation.

The fourth-generation Flying Spur model breaks ground for the manufacturer, which is adding the design to a slate of hybrid powertrains. Announced on Sept. 10, Bentley's first four-door supercar touts greatly reduced carbon emissions, paring performance with sustainability to further the brand's Beyond100 environmental strategy.

Speeding forward

Built upon Bentley's Ultra Performance Hybrid platform, the 2025 Flying Spur can switch between gas-power and full-electric modes without sacrificing its V8 engine's horsepower or torque.

While in its EV configuration, the car sports a range of 47 miles, traveling near-silently while cutting carbon emissions by 90 percent compared to the previous incarnation of the Flying Spur.

The vehicle can go from 0 to 60 miles per hour in 3.3 seconds, half a second faster than the third-generation edition. Its exterior also takes a step forward, while maintaining the spirit of the model's past.

Bentley presents "Spur of the Moment"

A new front grill, bumpers and diffuser are included in the Flying Spur Speed variant, as well as LED welcome lamps headline the new cosmetic additions on the outside, with 3D diamond quilted stitching introduced within the interior.

Customization specifications have also been expanded, with 101 paint colors to choose from and various interior material options, totaling more than 700 combinations.

Bentley showcases the updated four-door sedan in a campaign film, posted across the brand's social media platforms on Sept. 10. Titled "Spur of the Moment," the visuals spotlight the new Flying Spur's capabilities on the track.

Damon Hill, a 1996 Formula One World Champion, and American F1 driver Lia Block cosign the sports car's capabilities, drifting and zooming around corners and curves throughout the two-and-a-half-minute advertisement.

Retired British racecar driver and broadcaster Martin Brundle cameos at the end of the spot, challenging the duo while inside his personal Bentley EXP Speed 8 model, the vehicle he was behind the wheel of when he won the 24 Hours of Le Mans in 2001.

Charged up

Bentley's latest marketing release spotlights the performance of the fourth-gen Flying Spur. It is among a number of creative, strategic campaigns from luxury players within the sector to go live of late.



Customization specifications have been expanded for the new four-door super sedan. Image credit: Bentley

Most recently, German automaker BMW platformed its top-of-the-line models and the experiences they provide in a wide-ranging, multi-modal advertising initiative launched earlier this month ([see story](#)).

In July, German automaker Porsche showcased the all-electric 2025 Macan SUV in a campaign from the mind of British-Albanian singer Dua Lipa ([see story](#)), displaying everyday and specialized sporty use cases for the EV.

Meanwhile, Toyota Corp.'s Lexus and German automaker Mercedes-Benz went off-road with their respective prestige vehicles, catering to adventurous, aspirational luxury consumers ([see story](#)).

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