



By appointment  
to HM The Queen  
motor car manufacturers  
Bentley Motors Limited  
Crewe Cheshire



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**BENTLEY**

## Press Information

### **CONTINENTAL GT3-R ADDS POTENT ICE POWER IN 2015**

- **Power on Ice - the ultimate winter ice-driving event returns for 2015**
- **The Continental GT3-R makes its dynamic debut on the ice**
- **Programme designed by four-time World Rally Champion and two-time ice speed record breaker Juha Kankkunen**

**(Crewe, 29<sup>th</sup> October 2014)** Bentley returns to the icy north of Finland for Power on Ice 2015, the flagship experience that elevates the concept of ice driving to the extreme. The Continental GT3-R completes the most powerful Bentley line up yet, making its debut on the frozen lakes piloted by four-time World Rally Champion and Bentley Boy, Juha Kankkunen.

As exhilarating as it is exclusive, Power on Ice is a four-day event that allows guests to push a range of Bentley cars beyond the limitations of every-day driving. Running throughout February 2015, two full days of extreme driving delivered by Kankkunen and in-car tuition from the vastly experienced Bentley Ice Driving Team instil advanced techniques on the ice.

Only years of experience can ensure total understanding of the art of ice-driving, which is why each ice track is personally designed by Kankkunen, before being 'shaved' into the six-foot thick frozen surface using specialist equipment – creating a new and exciting experience, even for returning customers.

#### **GT3-R makes its frozen debut**

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Making its debut is the rarest and most dynamic member of the esteemed Continental family of Grand Tourers, the Continental GT3-R. Inspired by the Continental GT3 race car, the GT3-R blends proven track and road

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credentials; a unique interpretation of performance-focussed luxury. Limited to just 300 examples, one is in situ at Power on Ice 2015, piloted by Kankkunen when he will demonstrate the prowess on the ice that broke two ice speed records – both in a Bentley.

### **A Bentley experience characterised by adventure**

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A range of Continental GTs and Flying Spurs conquer the off-piste driving challenge with ease. The all-wheel drive systems constantly adjust the levels of power to the front and rear wheels depending on available traction, ensuring optimal grip is delivered regardless of the imperfections of the surface. A luxurious hand trimmed leather interior – and heated seats – provide welcome respite from the cold, ensuring customers refine their driving skills in an interior cabin as cosseting as the external environment is inhospitable. Guests can embellish their driving experiences with activities at a slightly different pace, with snowmobile rides and ice-karting throughout the day.

Hosted in characteristic Bentley luxury, the home of the event is the boutique hotel of Chalet Ruka Peak. Relaxing evening meals savouring contemporary Finnish cuisine and a traditional smoke sauna afford guests time to unwind after an adrenaline fuelled day, with a night-time Husky-sled safari adventure to a historic reindeer farm completing the immersion into Finnish culture and ensuring a truly unique experience.

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Guests can select from a range of accommodation, with prices starting from €11,340 per person. More information can be found at



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events.bentleymotors.com, or alternatively call the Bentley Driving Team on +44 (0)1675 445 945 for information or to book a place.

- ENDS -

### Notes to editors

- Bentley Motors is the most sought after luxury car brand in the world. 2013 was Bentley's record year in the company's 95-year history. Bentley Motors' headquarters in Crewe is home to all of its operations including design, R&D, engineering and production of the company's three model lines, Continental, Flying Spur and Mulsanne. The combination of fine craftsmanship, using skills that have been handed down through generations, alongside engineering expertise and cutting-edge technology is unique to UK luxury car brands such as Bentley. It is also an example of high-value British manufacturing at its best. Bentley employs around 3,700 people at Crewe.

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