

## **Bentley and Monster Debut 'Monster By Mulliner' Continental GT V8 S Featuring Pure Monster Sound at CES 2016 in Las Vegas**

*Handcrafted by Bentley's Mulliner Division and Inspired by Monster, Spectacular Limited Production Vehicle Was Designed to Appeal to Young Professional Athletes and Musicians*

Crewe / Las Vegas, NV ([PRWEB](#)) January 07, 2016 -- [Monster](#), the world leader in high-performance audio, has teamed up with Bentley Motors' bespoke coach-building division, Mulliner, to create a stunning and uniquely Monster-inspired "Monster by Mulliner," which makes its debut at CES 2016. The show-stopping Bentley Continental GT V8 S, which reflects Monster's attitude of "Always Lead, Never Follow," is designed to appeal to the target market of young professionals and movers and shakers in sports and music. The "Monster by Mulliner" Continental GT V8 S is a bespoke vehicle that will inspire those who want a ride with a bold look and incredible audio performance designed by Monster.

Monster's latest innovations in audio technology bring the power of today's music into this Bentley's luxurious cabin. All genres of music, including Hip Hop, Rap, EDM and Rock, will be heard with new ears via this custom sound system not available in any production car in the world. A total of 16 hand selected Monster speakers, personally tuned by Head Monster Noel Lee, deliver 3,400-watts of awe-inspiring Pure Monster Sound—the company's signature audio profile.

Embodying the distinctive Monster colour scheme of red and black within the cabin, Mulliner's capabilities and skills are showcased by the Hotspur Continental GT V8 S Beluga hide and steering rim colour selections. Based on the Monster logo, Mulliner created a unique 3D laser-etched fascia panel designed exclusively for this vehicle, perfectly complementing the Piano Black finish. The Continental GT V8 S also features the Monster motto: "Always Lead, Never Follow™" and "Monster by Mulliner" headrest embroidery.

While the interior boasts high quality sound and extraordinary details, the exterior exudes a stunning colour scheme and intricate flourishes. Its Onyx exterior coloured paint is highlighted with Hotspur accents including a unique body kit and radiator shell bezel. Along with red brake calipers and a gloss black polished wheel, the black bonnet vents are also stylized. This vehicle also includes the GT Design Seat by Mulliner. There's even a special compartment that houses Monster's Newest 24K gold wireless headphone—keeping it ready for mobile use anytime one is away from the car.

Head Monster Noel Lee noted: "Monster is proud to collaborate with Bentley on bringing the sound and look of a Monster ride to those who want something bold and different. With our Pure Monster Sound system, the drive will be truly incredible and brings a new level of excitement to the driving experience. That's why this collaboration for the Continental GT V8 S is such a perfect fit. Our Monster motto, 'Always Lead Never Follow,' has never been more appropriately applied than in association with this impeccably designed automobile."

Geoff Dowding, Director of Mulliner, said: "The inspiration for this Mulliner commission came from a meeting with Monster's CEO Noel Lee at Pebble Beach in 2015, where we exchanged business cards. The card contained several brand details, such as the Monster-pattern design and the red, black and silver colour scheme. It was the ideal starting point from which to create this incredible vehicle."

Mulliner – Rare by Design

Mulliner exists to respond to the requirements of Bentley's most discerning customers. The specialist division's Limited Editions reflect carefully chosen and inspirational themes. Individually, these might have special significance for customers in specific markets, but what they all share is the highest standards of Mulliner craftsmanship – taking the concept of Bentley luxury and pushing it even further.

Mulliner Limited Editions are rare by design and, as a result, they all have the potential to become instant classics, desired by many but driven only by a fortunate few.

More information about Mulliner can be found at [www.bentleymotors.com](http://www.bentleymotors.com).

Notes to editors

Bentley Motors is the most sought after luxury car brand in the world. The company's headquarters in Crewe is home to all of its operations including design, R&D, engineering and production of the company's four model lines, Continental, Flying Spur, Bentayga 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 3,800 people at Crewe.

#### ABOUT MONSTER

For the past 35 years, Monster® has been a catalyst for innovation and big ideas. Because the Music Matters is the company's slogan, bringing incredible sound to audio and music aficionados all over the world. Most recent developments of the Beats by Dr. Dre headphone line, and Monster's own line of high performance headphones have revolutionized how young people listen to music. Monster now brings that to the driving experience as well.

Explore the world of Monster at [www.monsterproducts.com](http://www.monsterproducts.com). To become a fan of Monster® products, please follow us on Facebook ([www.facebook.com/monsterproducts](http://www.facebook.com/monsterproducts)) or Twitter ([www.twitter.com/monsterproducts](http://www.twitter.com/monsterproducts)).

#### About CEA

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**Contact Information**

**Sara Trujillo**

Trujillo Public Relations

+1 917-295-5491

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