



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



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**BENTLEY**

## Press Information

### **BENTLEY DEBUTS MEMORABILIA ON FOUR WHEELS – CAR INSPIRED BY SAGER LEGACY COLLECTS AUTOGRAPHS, AUCTION TO BENEFIT CANCER RESEARCH**

- **Bentley and SagerStrong Foundation create bespoke tribute to the late Hall of Fame Sportscaster Craig Sager’s passion and vitality**
- **Bentley Continental GT Speed Convertible to gather key signatures of notable sports, entertainment and celebrity figures ahead of 2023 auction to benefit SagerStrong Foundation’s fight against blood cancer**
- **Mulliner-commissioned design inspired by Sager’s iconic flare and bright, eye-catching blazers, as sported during 2016 ESPYs Jimmy V Perseverance Award acceptance**
- **Exterior design reflects the way he saw the world -- through “rose-colored glasses.”**
- **Embroidered headrests bring Craig into the car by allowing him to sign posthumously**
- **New Continental GT Speed Convertible effortlessly blends style with performance intent, 6.0-liter W12 TSI engine, delivering 650 bhp, 0-60 mph in 3.6 seconds with top speed of 208 mph**

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**(Crewe, 1 August 2022)** Bentley Americas and The SagerStrong Foundation, founded by the late Craig Sager and his wife Stacy, recently debuted a collaborative passion project dedicated to bringing Craig’s iconic, overwhelmingly positive, and exuberant energy to life. All in an effort to benefit blood cancer research, the vibrant design by the Bentley Mulliner team, who drew direct inspiration from Craig’s famous on-screen wardrobe, creates a one-off vehicle worthy of collectability and auction bidding, through Julien’s Auctions, later this year.

One of Craig’s last major appearances was his speech at the 2016 ESPYs – accepting the Jimmy V Foundation’s ‘Perseverance Award.’ His stand-out style was on full display, as were his moving words. Stemming from the unique fabric sported that evening, the

[Continental GT W12 Speed WLTP drive cycle: fuel consumption, mpg (l/100km) – Combined 20.6 (13.7). Combined CO<sub>2</sub> – 311g/km.]



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Mulliner team was able to mimic the flower pattern to complement the Bentley Continental GT Speed Convertible's iconic shape, including its Power and Haunch lines. A statement of true sporting purpose, the new Continental GT Speed Convertible effortlessly blends style with performance intent. The bold presence of the world's finest open-top Grand Tourer has been enhanced even further with heart felt and unique detailing.

"Our interpretation of "clothing" the Continental GT Speed Convertible in something Craig would have worn honors him and his vibrant, enduringly positive, and uplifting spirit," said Scott Reynolds, Retail Marketing Manager, Bentley Motors, Inc. "It's our aspiration that further enhancing this car with the signatures of Craig's family, both on and off the court, will create an iconic piece of rolling memorabilia: a lighthouse of hope for those that knew and loved Craig."

Designers delved into the passion project with a thoughtful approach; to merge Craig's legacy and his flare with one of the most beautiful and powerful grand tourers in the world. Designed, handcrafted and engineered in Bentley's carbon neutral luxury automotive factory, the new GT Speed Convertible offers enhanced chassis technology, including All-Wheel Steering, an electronic rear differential and the option of carbon ceramic brakes.

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Stacy Sager, the continued driving force behind the SagerStrong Foundation, worked together with Bentley to bring this car to life to represent Craig's spirit in every stitch.

She comments:

"Craig had a deep-rooted passion for craftsmanship, it was reflected in the suits he had tailored and the cars he chose to drive. If he were here today, he would be driving the family around, top down, smiling ear to ear in this perfect representation of his beautiful and powerful spirit."

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As an organization, Bentley Americas has been a philanthropic sponsor and supporter of cancer research through the V Foundation for more than a decade. Applying this same fighting spirit to the SagerStrong Foundation was an organic extension to the luxury automobile maker's efforts to combat cancer. To learn more about the project, Craig's legacy and the SagerStrong Foundation, please visit [www.sagerstrongfoundation.org](http://www.sagerstrongfoundation.org).

- ENDS -

### 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 five model lines, Bentayga, Bentayga EWB Continental GT, Continental GT Convertible and Flying Spur. 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 4,000 people at Crewe.

### About the SAGERSTRONG Foundation

The SAGERSTRONG Foundation was founded in 2016 by former Hall of Fame and two-time Emmy Award Sports Reporter Craig Sager and his wife Stacy, to fund and support blood cancer research and trials, so that one day, leukemia patients and their families will not have to go through the battle they endured. The Foundation has raised over 2.4 million dollars to help fund blood cancer research, including two clinical trials at MD Anderson Cancer Center in Houston. These important trials support Dr. Naveen Pemmaraju's (Craig's doctor) research with current Myelofibrosis patients and patients with Advanced Myeloproliferative Neoplasms. For more information on these trials, research, the #SagerStrong Foundation and events, or to make a donation to support this important work, please visit [sagerstrongfoundation.org](http://sagerstrongfoundation.org).

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