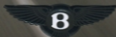


BENTLEY

No. 27 AUTUMN 2008



BENTLEY



EGO FOR BENTLEY

CLEVER ON THE INSIDE, BEAUTIFUL ON THE OUTSIDE

Image is important. As a Bentley owner, you know this. You have excellent taste and know how to appreciate top quality design.

Undoubtedly you will feel at home in the stylish world of Ego: a notebook you can definitely be seen with. The Ego makes a complete break from traditional computer use and design, with an exclusive fusion of unique fashionable design, ultimate functionality and your personality.

INNOVATIVE, LUXURIOUS AND BEAUTIFUL

The Ego concept has sprung from the creative brain of Dutch entrepreneur Huub van den Boogaard (65). He was chairman of the major Dutch computer firm HCS and did groundbreaking work for Nashua, Ikon and Samas. Van den Boogaard lives in the south of France and travels extensively between the airports of Nice and Amsterdam. During one of those journeys, he wondered why he saw so many beautiful people in designer outfits, but with computers that were plain black or grey. Why were there luxury designer brands for everything people wear or carry, but not for computers? He came up with a simple but unique concept: a notebook that looks like a beautiful designer bag. He wanted three distinct features: it had to have a different shape (round instead of square), it could be carried by itself (integrated handle) and it had to match a user's different outfits (changeable skins). Four years of research and development resulted in the first Ego in 2007: an innovative, luxurious designer notebook, a perfect fit for the trendy traveller of today.

THE PERFECT PARTNER

"Our starting point has always been design and functionality: what matters to the user?" Van den Boogaard explains. "How the technology could be integrated in the design followed after that." There is no need to worry about the technology. The same holds for a Bentley: you don't have to think about the engine, it's powerful enough. Similarly the Ego always contains the latest software, such as the most up-to-date version of Windows Vista and Microsoft Office Business Edition. Furthermore it has a voice recognition program, which enables you to dictate your words while the Ego types them. Thanks to handy direct access keys, one click of a button opens the most frequently used applications. The Ego is the perfect partner: beautiful on the outside, clever on the inside.

FIT TO MATCH

The Ego has a wardrobe made from exclusive materials and it is only natural that Bentley and Ego should collaborate to bring you the perfect exclusive accessory. The outside of the Limited Edition Ego for Bentley has been trimmed with the finest selection of Bentley leather and finished with the authentic Bentley crossover hand-stitching. The choice of colours for the computer's lacquered inside matches the car's most popular exterior colours. The Ego for Bentley has pure titanium detailing throughout and a white gold frame engraved with your Ego's Limited Edition number. An ergonomic integrated handle makes it comfortable to carry and removes the need for an unattractive bag or case. The iconic Bentley etching, known as knurling, is echoed on the sliding covers of the access ports and the handle, ensuring a secure grip and a luxurious feel.

THE PERFECT DRIVE

A sophisticated blend of form and function, this special Limited Edition Ego for Bentley reflects the individuality and discerning style of both car and driver. Sharing the same unmistakable values that define every Bentley – breathtaking power and performance, handcrafted luxury and refinement, and dedication to absolute quality – your Ego can and should go anywhere. It is the ultimate partner for the perfect drive. It takes 150 hours to hand-build a Continental GT. Likewise, every unique Ego for Bentley is painstakingly hand-built by a high-quality atelier. Using only the finest selected hides and exclusive Bentley materials, your Ego will be designed to match your particular requirements exactly. And whether you want to use the Ego in your New York penthouse or on your yacht in Greece, Ego Lifestyle makes it happen. Their service knows no boundaries.

Ego for Bentley will be available from a selection of high luxury stores worldwide. For more information go to www.ego-lifestyle.com.