



BENTLEY

**INFINITE
RUSH**







BENTLEY INFINITE RUSH

LUXURY INFUSED WITH ADRENALINE

Following on from the launch of the Bentley Infinite line, the legendary luxury of the international Bentley Motors brand is reinventing itself with a new fragrance for men, Infinite Rush.

AN EXHILARATING FRAGRANCE

Bentley Infinite Rush is dedicated to all those who consistently push themselves to the limit, and embodies the spirit of the modern adventurer. In keeping with the high performance of Bentley motorcars, Infinite Rush has been created for the adventurer. Calm and confident, he is regularly exploring new horizons, captivated by extreme scenarios like driving a 4x4 in the open desert.

Always intent on getting the most out of life, going further, seeking out dizzying new heights... While staying focused, relaxed and ready for the next challenge. His motto is cultivating curiosity, surprising himself and never choosing the easy option. The Infinite Rush fragrance has been created in his image: striving for the very best and exceeding expectations, with the contrast of a breathtaking, spicy freshness and a warm, woody base heralding the strong sensuality of this hero of modern times.

BENTLEY INFINITE RUSH EAU DE TOILETTE

CONTRASTS COLLIDE FOR A HEADY FRAGRANCE

Bentley Infinite Rush eau de toilette's modernity lies in the exceptional quality of its raw materials, which perfectly combine and exude true luxury.

The freshness from the top notes evokes a rush of adrenaline, followed by a cocktail of spices to electrify the senses. Stirring woody base notes conjure up Bentley's characteristic universe of luxury, refinement and warmth.

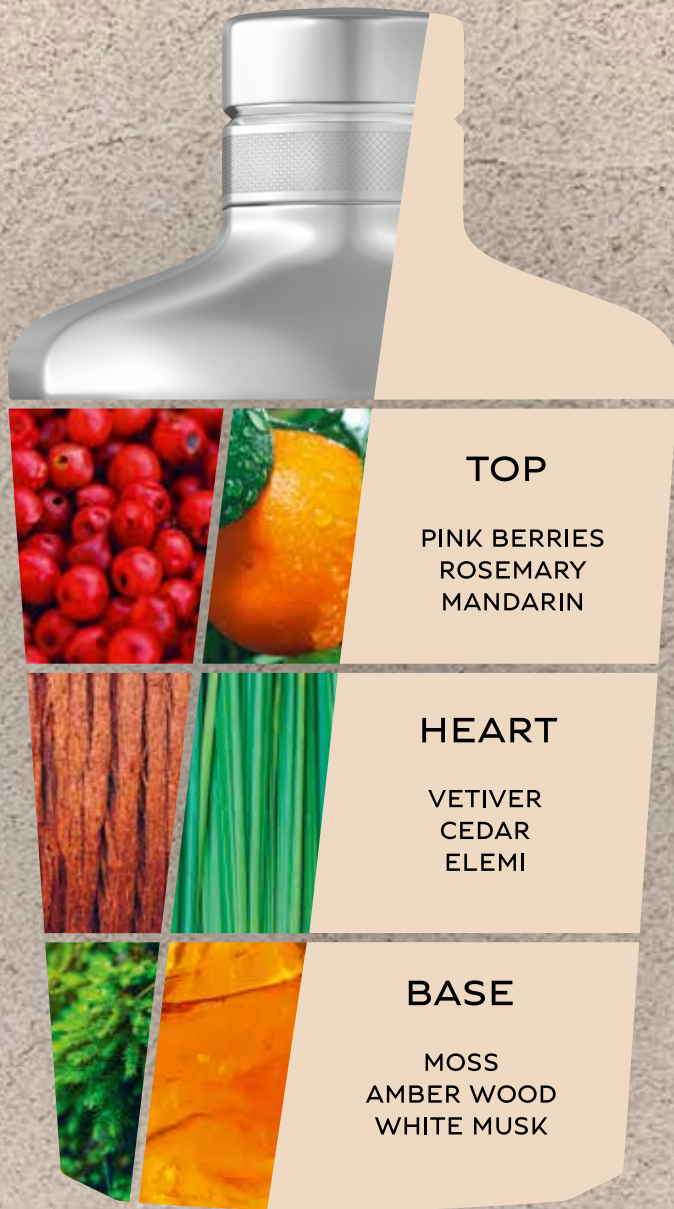
Bentley Infinite Rush eau de toilette expresses the many faces of the contemporary adventurer through its olfactory evolution.

Top notes: an explosion of pink peppercorns bursting into sparkling mandarin, encapsulating man's energy. An aromatic, tonic touch of rosemary evokes masculinity.

The heart soon tips towards the intriguing elemi, a complex resin fluctuating between lemon, fennel, pepper and incense. This balm is surrounded by potent wood, which builds the mood: elegant, husky smoked vetiver, and ever chic cedar.

The base of amber wood serves to amplify the woody spicy notes, tattooing its masculine mark on the distinctive trail. Musk helps this woody symphony, swathed in tree moss for a hint of mystery, to last longer on the skin.

The selection and the fitting combination of these elements produce a powerful trail. By turns fresh, spicy and deeply woody, it embodies every aspect of the Infinite Rush man: enthusiastic and active, but also confident, educated, and a thrill-seeker. The hallmark of modern luxury.



FRAGRANCE FAMILY: WOODY SPICY



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THE BENTLEY INFINITE RUSH BOTTLE

THE ORIGINALITY OF CRACKLING IN SUPPORTING THE SENSES

Bentley Infinite Rush shares the same language of shapes and generous curves as Bentley Motors. Both the cap and the bottle's wide shoulders are adorned with silver metal. A sophisticated final touch: Bentley's signature knurling features on the base of the stopper. Sober, reassuring lines convey the expertise of the famous designer Thierry de Baschmakoff, head of the Parisian studio Aesthete. Of this creation, he says, "this new fragrance shows men how elegance and power can be expressed in a single design".

Bentley Infinite Rush goes even further by completing its premium glass with a high-tech crackled effect, an innovation on a fragrance bottle.

A special layer of varnish is applied on top of a classic varnish, and retracts in a haphazard manner on contact and during firing. In this way, no two bottles are the same, with each sporting an individual mosaic. This peeling paint effect symbolises untamed nature and the arid earth that the Infinite Rush adventurer will travel across on his exploits. These embossed effects produce an intense tactile sensation when held in the hand. Equally important thanks to the transparent glass, the eau de toilette can be viewed as if through the cracks of the parched ground. Bentley's seal, the legendary winged B, is affixed to the centre of the bottle. An embossed metal plaque contributes to its luxurious feel. Even the box echoes the Bentley Infinite Rush bottle, with a band of knurling on the top and the winged initial B affixed to a two-tone box combining satin silver and a cracked motif. The distinctive Bentley Infinite Rush is a real adventure for the senses.



BENTLEY INFINITE RUSH
EAU DE TOILETTE,
60 ml



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**INFINITE
RUSH**

EAU DE TOILETTE
VAPORISATEUR NATURAL SPRAY
100 ML - 3.4 FL.OZ.

BENTLEY INFINITE RUSH
EAU DE TOILETTE,
100 ml



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For online access to the official Bentley Infinite Rush press material, we invite you to visit
www.pressroom.bentley-fragrances.com

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