

Red Carpet Service

STORY 39

When it comes to a Bentley, the sales personnel at Malayan Motors bend over backwards for their customers. Customers might want a personalised or customised finish rather than the standard walnut trim. Or perhaps they would like their names monogrammed onto the steering wheel. Perhaps specially upholstered cushions in Thai silk.

A particularly unusual request came from a lady who wanted the carpet in her Bentley to be in the exact same shade of red as the carpet in her house. None of the sample swatches available matched.

“Why don’t you ask get someone to vacuum the carpet and let us have some of the fluff from it?” the salesman advised.

She obligingly did so and brought in the bits of fluff a day later. The bits of fluff were packed and air-flown to the factory in Crewe, where it was inspected, analysed, matched, colour-coded and a sample was custom made and couriered back to the customer. The salesman brought it to her. “Is this the colour you want?” he asked. The customer took the sample, went down on her knees and placed it on the carpet. It was perfect, she exclaimed.

So they went ahead to manufacture the carpet – not just the bit for the Bentley but all 200 yards or so of it as there was a minimum order. And although they only used a few yards of it, she had to pay for all 200 yards. But then, money was never the issue in the first place.