



Limited Edition INEOS Grenadier 1924 celebrates Belstaff's Centenary

Published: May 24, 2024

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Online version: <https://www.wheels-alive.co.uk/limited-edition-ineos-grenadier-1924-celebrates-belstaffs-centenary/>



INEOS Automotive introduces first limited-edition Grenadier, celebrating 100 years of iconic clothing brand Belstaff...

They tell us:

(All words and images from INEOS Automotive).

- INEOS Automotive releases first limited-edition Grenadier called the 1924 to celebrate the



first 100 years of iconic clothing brand Belstaff

- Production run of 1,924 vehicles feature a bold contrasting colour palette of Magic Mushroom and Inky Black, gloss black diamond-cut 17-inch two-tone alloy wheels, exclusive leather trim and distinctive Belstaff centenary badging
- Each vehicle has a unique production number with order books opening globally on 26th June 2024
- Lynn Calder, CEO of INEOS Automotive, comments: *“Style that lasts a century deserves to be celebrated and the Grenadier 1924 is both great looking and a seriously assured drive. Belstaff has been trusted by generations of bikers, sportspeople and trend setters, so we know we’re in good company.”*

London, May 2024 - INEOS Automotive has launched its first limited edition, the Grenadier 1924, to celebrate the first 100 years of iconic clothing brand Belstaff. Available globally from the 26th June 2024, only 1,924 of the vehicles will be produced and each will carry a unique production number and distinctive Belstaff centenary badging.

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Since its launch the Grenadier has partnered with the Belstaff brand in offering two feature packages based on iconic Belstaff jackets: the Trialmaster and Fieldmaster, but this limited edition takes further style cues from the enduring clothing brand. The Grenadier 1924 will be immediately identifiable by its bold contrasting colour palette of Magic Mushroom and Inky Black, exclusive gloss black diamond-cut 17-inch two-tone alloy wheels and a dechromed black grille trim with front and rear skid plates in dark grey.



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Based on the flagship Fieldmaster package, the Grenadier 1924 has a dark green finish on the dashboard, centre stack, overhead console, switchgear and door cards, as well as a black saddle leather trim on the steering wheel, handbrake grip and passenger grab handle, complemented by dark grey headlining.

Both part of the INEOS portfolio, Belstaff and INEOS Automotive share the same philosophy of producing authentic, high-quality products that are designed and engineered to last. The Grenadier 1924 will be shown for the first time to the public at a centenary event between 24th - 28th May in Stoke-on-Trent, the city where Belstaff was born. Taking over one of the



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city's famed potteries, Belstaff will present an immersive brand experience, including a display of rare pieces sourced from around the globe. The weekend will also include talks, screenings and workshops, and will be open to members of the public, as well as invited VIP guests, collectors and members of the Belstaff community, past and present.

The Grenadier 1924 will be available to order from ineosgrenadier.com and all authorised INEOS retailers in all global INEOS Automotive sales markets from 26th June 2024.