

Bell showcases the 407GX_i and 505 models at luxury Salon Privé Concours, Blenheim Palace

Bell has brought luxury aviation to one of the UK's most exclusive automotive and lifestyle events, showcasing its VIP and premium travel options



Global helicopter manufacturer Bell Textron Inc. has returned to Salon Privé at Blenheim Palace, Oxfordshire, England for one of the United Kingdom's most prestigious luxury automotive events.

Bell is showcasing two static models at this year's show: the [Bell 407GX_i Designer Series](#) and the [Bell 505](#), reinforcing Bell's long-established aerial presence in the United Kingdom. The Bell 407GX_i Designer Series is Bell's foremost luxury platform in the commercial sector, and the Bell 505 is one of Bell's best-selling models for a variety of utility cases.

With more than 30,000 anticipated guests, Bell's attendance at the event showcases how luxury automotive and aviation brands share a deep commitment to precision engineering,

bespoke service and high-performance travel.

Robin Wendling, managing director, Europe, said: "For several years, we've greatly enjoyed participating in Salon Privé. Set in a stunning Oxfordshire location, the event's luxury focus and the boutique nature of the brands present make it an easy and natural choice for us. Showcasing the Bell 505 and the Bell 407GX_i at Salon Privé highlights Bell's position as a leader in VIP and high-end helicopter travel."

Earlier last month, Bell marked the 700th sale of the Bell 505 during Farnborough International Airshow, one of the United Kingdom's largest aviation events. It also shared the company secured the first IFR-configured Bell 407GX_i order in the United Kingdom, which is an indication of Bell's continued popularity in the region.

Bell's presence on the famous lawns of Blenheim Palace at this year's Salon Privé is a change from traditional aviation shows, with a focus towards automotive luxury and VIP experiences. With a keen focus on quality, craftsmanship, premium customer care and exceptional aftersales experience, prospective customers can meet a dedicated product team for a full introduction to Bell's products and the ownership experience.

To find out more about how Bell aircraft advances missions worldwide, please visit the [Bell product page](#) or visit the Bell booth this week during Salon Privé 2026.

About Bell

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Thinking above and beyond is what we do. For more than 90 years, we've been reimagining the experience of flight – and where it can take us.

We're an aerospace and defense company that engineers and manufactures aircraft for critical solutions in extreme scenarios. We're breaking barriers in lifting people to safety across transportation, medical, rescue and military services, and leading the industry in future solutions that are fast, reliable and efficient.

Headquartered in Fort Worth, Texas – as a wholly-owned subsidiary of Textron Inc., – we have strategic locations around the globe. And with generations of employees who have served, many in combat theatre of operation, helping our military achieve their missions is a passion of ours. Above all, our breakthrough innovations deliver exceptional experiences to our customers. Efficiently. Reliably. And always, with safety at the forefront.

About Textron Inc.

Textron Inc. is a multi-industry company that leverages its global network of aircraft, defense, industrial and finance businesses to provide customers with innovative solutions and services. Textron is known around the world for its powerful brands such as Bell, Cessna, Beechcraft, Hawker, Jacobsen, Kautex, Lycoming, E-Z-GO, Textron Systems, and TRU Simulation + Training. For more information, visit: www.textron.com.

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These statements are subject to known and unknown risks, uncertainties, and other factors that may cause our actual results to differ materially from those expressed or implied by

such forward-looking statements, including, but not limited to, changes in aircraft delivery schedules or cancelations or deferrals of orders.

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