

# Bespoke Brilliance: Comparing PTS Plus, Atelier, Q, Mulliner & Ad Personam—and What They Mean for Collectors

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For the discerning collector, a car is never just a car. It's a story, a statement, and often, a one-off expression of taste. In recent years, automakers have responded to this demand with increasingly sophisticated personalisation programs. From Porsche's colour-obsessed PTS Plus to the opulence of Bentley's Mulliner, these in-house divisions offer more than just custom paint—they unlock the canvas for genuine automotive artistry.

But how do these programs compare, and what effect do they have on the long-term value and desirability of a car? As a collector, here's what you need to know.

## Porsche PTS Plus – Precision in Restraint

Program Highlight: Paint to Sample Plus

Best For: Purists seeking rare hues with a factory finish

Value Impact: High when tastefully executed; especially strong on GT models

Porsche's PTS (Paint to Sample) program is already well-known, but PTS Plus goes even further—allowing customers to propose entirely bespoke colours. Combined with Exclusive Manufaktur touches, it offers a refined personalisation experience that doesn't stray from Porsche's design ethos.

Collectors prize PTS Plus cars—especially rare colours on performance models like the 911 GT3, RS, or Turbo S. A unique PTS shade can command a premium at auction, provided it complements the car's lines and heritage. Overly eccentric choices, however, risk niche appeal.

## Ferrari Atelier – The Tailor of Maranello

Program Highlight: Atelier & Tailor Made

Best For: Custom interiors, historical references, racing liveries

Value Impact: Often neutral or slightly positive, depending on execution and provenance

Ferrari's Atelier experience is immersive and, at the highest level (Tailor Made), borderline theatrical. Clients can reference heritage models, replicate iconic liveries, or create completely original palettes. The key is coherence: Ferrari encourages storytelling and cohesion across design elements.

Collectability hinges on restraint and narrative. A Tailor Made 812 Competizione that subtly echoes a 250 GTO? Likely a winner. One with tricolore seats, mismatched stitching and carbon-fibre overload? Less so.

## Q by Aston Martin – Understated British Elegance

Program Highlight: Q by Aston Martin: Commission

Best For: Subtle luxury, exotic materials, and bespoke theming

Value Impact: Neutral to slightly positive; context matters greatly

Aston’s Q Division focuses on refinement over flash. It’s where you’ll find semi-precious inlays, ceramic finishes, and Savile Row-inspired interiors. It excels in balance—rarely vulgar, always polished.

For collectors, Q-spec Astons don’t always command a premium unless part of a limited run or with significant provenance. The value is often in the ownership experience rather than the resale market.

Bentley Mulliner – Heritage Meets Hyper-Personalisation

Program Highlight: Mulliner Coachbuilt & Bespoke  
Best For: Ultimate luxury, coachbuilding, and historical commissions  
Value Impact: Positive when tied to limited editions or coachbuilt projects

Mulliner is Bentley’s oldest and most storied personalisation wing, tracing its roots to the days of true coachbuilding. Today, it offers everything from custom veneers to entire one-offs like the Bacalar.

For collectors, Mulliner’s value lies in its rarity and craftsmanship. Limited Mulliner editions or coachbuilt vehicles often appreciate well, especially when tied to Bentley’s motorsport or heritage narrative.

Lamborghini Ad Personam – Theatrical Excess Done Right

Program Highlight: Ad Personam Studio  
Best For: Bold colours, wild materials, high-contrast interiors  
Value Impact: Highly variable; coherent specs do well, but eccentric builds can underperform

Lamborghini encourages flamboyance, and Ad Personam is the factory embodiment of that spirit. From matte Viola Pasifae exteriors to neon green carbon-fibre interiors, it’s all about making a statement.

Ad Personam cars can do very well if they strike the right chord with future collectors. A tasteful homage to classic Lambos or motorsport lineage? Strong potential. But excessive colour clashes or unbalanced specs often age poorly in the secondary market.

The Collector’s Verdict: Personalisation and Value

Program	Best For	Value Effect
Porsche PTS Plus	Rare paint on GT models	Strong potential uplift
Ferrari Atelier	Narrative-driven personalisation	Neutral to mildly positive
Q by Aston Martin	Refined luxury	Neutral unless limited/special
Bentley Mulliner	Coachbuilt or heritage commissions	Strong when historically tied
Lambo Ad Personam	Bold spec with coherence	High risk, high reward

### Final Thoughts: Personal Taste vs Market Taste

Personalisation programs can dramatically enhance your ownership experience—but from a collector's standpoint, it's a delicate dance. The best specs often marry brand heritage with subtle uniqueness. Colour matters—but so does story, execution, and how well the car aligns with a brand's DNA.

One-off does not always mean valuable—but tastefully bespoke often does.

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