

## Bentley Motors Ltd. (United Kingdom)

### Facts & Figures (as of December 31, 2023)

- Founded: 1919
- Production (2023): 13,241 automobiles
- Employees: 4,000
- Site footprint: 521,111 square meters

### **Portrait**

Bentley Motors can look back on a rich history but also has a clear road map for the future: Bentley aims to become a completely climate-neutral brand for luxury vehicles by 2030. The British company, based in Crewe, United Kingdom, has been part of Volkswagen AG since 1998 and part of the Audi Group since January 2022.

Bentley stands for customized luxury, perfect craftsmanship, and powerful performance. Since 1919, the brand has been manufacturing unmistakable icons in England. In addition to Ducati and Lamborghini, Bentley Motors is part of the Brand Group Progressive. Audi took over the steering function for Bentley on March 1, 2021.

Since Bentley Motors has operated under the umbrella of AUDI AG, joint teams of Audi and Bentley employees have identified and launched numerous synergy projects and collaborated on research and development. The next joint project is electrification. By 2030, Bentley aims to become a completely climate-neutral brand for luxury vehicles.

### **Traditional craftsmanship forms the basis of the finest Bentleys**

In addition to the Bentayga, the current model series includes the Continental and the Flying Spur. The Bacalar, Batur and Blower models are also produced in exclusive small-scale series. There were also special models from Mulliner; the coachbuilder has cooperated with Bentley since 1923. Mulliner builds vehicles for Bentley to this day – partially on a small-unit basis – and sometimes with interior cladding made of 5,000-year-old wood. A single leather seat in a Mulliner Bacalar has exactly 148,199 stitches. By hand, of course. These flagships shape the brand's DNA – and attract prominent buyers.



### **Bentley customers personalize their cars more than ever**

In 2023, Bentley Motors achieved global sales of 13,241 luxury cars: its third-best result. Although an 11 percent decrease from 2022 - Bentley's best-ever sales, interest in luxury personalization reached higher levels than before. Around three-quarters of customers went beyond the 46 billion configurations available from the standard options range to add bespoke content from Bentley's Mulliner division, representing a 43 percent rise over 2022, indicating the desire for genuinely unique exclusivity in the luxury industry.

Customers were also increasingly attracted to higher revenue models such as Azure, S, and Speed, the mix of which reached 70 percent, up from 30 percent in 2022. The Bentayga Extended Wheelbase exceeded expectations reaching over a third of the company's SUV orders in its first full year on sale.

### **Britain's Most Admired Automotive Manufacturer**

In March 2023, Bentley Motors was named Britain's Most Admired Automotive Manufacturer in the UK's longest-running corporate reputational survey. The annual Most Admired Companies Study dates back over 30 years and honors the best businesses throughout the country. The award reflects Bentley's extraordinary lineup of cars, its business success, and its future-looking Beyond100 strategy, enabling Bentley to revolutionize itself from the world's biggest 12-cylinder engine producer to an all-electric car company within a decade.

## **Sustainability**

**In May 2023, Bentley launched two key initiatives in its mission to become the global leader in sustainable luxury mobility. The Bentley Sustainability Council is a team of international experts created to simultaneously challenge and aid the company's pursuit of sustainability excellence outlined in its Beyond100 strategy. This announcement came alongside Bentley's first-ever Sustainability Report, launched on the same day.**

Beyond100 is the title of the strategy Bentley presented in 2020 – just one year after the company's 100th birthday. The goal is to be carbon neutral and fully electric by 2030.

With its current range of models, the opulent brand is a leader in the luxury hybrid vehicle segment. Bentley has further consolidated this position with the launch of the Flying Spur Hybrid in 2022 to complement the current Bentayga Hybrid. The move seems to appeal to Bentley customers' tastes: the company expects hybrid vehicles to account for more than 20 percent of its sales this year.

To implement Beyond100, Bentley will invest £2.5 billion (approximately €3 billion) in the transformation to become a provider of sustainable mobility. The announcement is an important boost for the workforce at the headquarters in Crewe, England, and for the location, as the investment fundamentally renews the local manufacturing infrastructure.



Crewe will develop into a digital, climate-neutral and flexible production facility that meets the highest standards. In June 2023, Bentley announced the launch of the Bentley Environmental Foundation. The Foundation supports a wide range of initiatives. The initial launch partner projects include Project Drawdown, the Biomimicry Institute, and Sustainable Surf, with more partners to follow.

### **40,000 solar cells on the factory roofs**

The company has made significant progress in redesigning its headquarters in Crewe, creating an industry-leading plant with certified carbon neutrality. In 2021, factory CO2 emissions were down by over 70 percent compared to 2020 figures, thanks to the introduction of green gas and biofuel facilities for onsite logistics. It reduced energy consumption per vehicle by more than 17 percent in the same period. The site has now firmly exceeded its original target of reducing its production-related environmental impact by 75 percent over the 15 years from 2010 to 2025. Bentley aims to be completely climate neutral by 2030.

Other recent initiatives include the expansion of local energy production in Crewe. To this end, the number of solar cells on the company's premises has increased from 30,000 to 40,000 over the last two years. Bentley is also involved in the use of sustainable biofuel in fleet vehicles.

After being certified for its climate-neutral production from 2018 to 2019, the company plans to reduce water consumption, landfill waste, and all other environmental pollution to an absolute minimum by 2030. In 2022, Bentley became the first company to secure "Net Zero Plastic to Nature" certification after completing a plastic stewardship assessment focusing on logistics and packaging.

## **Careers**

**In January 2024, Bentley was named one of the best employers by the Top Employers Institute for the thirteenth consecutive year – the only representative from the automotive industry in England. Among other things, the award honors the company's commitment to young employees, the personal development of its employees, and diversity.**

Bentley employs around 4,000 people in Crewe. With a population of almost 70,000, the town in the county of Cheshire in northwest England has been the company's headquarters since 1938. To further strengthen this close relationship and promote talented young employees, Bentley has long collaborated with schools and colleges in the region, such as Crewe Engineering & Design UTC, which Bentley co-founded.

The company hired 164 new recruits in Crewe in 2023, more than ever in a year. They are a welcome addition to many departments, from mechanical engineering, production, marketing, and communication to project management, human resources, and security.



A key strategy is adherence to the overarching values that apply to the entire company. Bentley pursues a zero-tolerance policy toward racism and any other form of discrimination. The company, which employs people from 52 countries, welcomes and promotes diversity regardless of age, origin, gender, faith, sexual orientation, or physical or mental disability. This aspiration also extends to the management level: by 2025, 30 percent of Bentley's management will be diversified.

Various initiatives at Bentley promote diversity, including the Be-Proud program for topics related to LGBTQ+, Be-United, which brings together all BAME (Black, Asian, and minority ethnic) colleagues as well as other nationally diverse colleagues, and Be-Inspired, which focuses on women in the automotive industry. Bentley has also launched the Be-Inclusive – Diversity Wins training program for HR managers. The aim is to deepen the understanding of each individual's responsibility to question their personal views and to actively participate in a working environment in which all employees feel accepted.

## History

**The history of Bentley Motors is shaped by innovation, perfect technology, and a passion for motorsports – and this can still be felt in each of the brand's models today.**

Bentley Motors was founded on July 10, 1919, by engineer Walter Owen Bentley, who began his career in the railway at 16. From an early age, he was fascinated by the emergence of motorsports. In 1912, he founded an import company for French race cars from Courbevoie near Paris. During a visit to the site in 1913, a paperweight made of aluminum caught Bentley's attention. According to Bentley's idea, this light metal could be used to produce pistons instead of heavy cast iron, which was usual at the time. The idea became a reality – the Bentley piston was born. It was initially installed in World War I aircraft, and straight after the end of the war, in Bentley's first vehicle, the Experimental Bentley No. 1. At the presentation in 1919, its creator said: "I wanted to build a fast car, a good car, the best in its class."

In the 1920s, Bentley's 85-horsepower three-liter engines from the brand's first factory in Cricklewood reached speeds of up to 80 miles per hour, around 129 km/h. They broke various speed and endurance records and became regular protagonists in the famous 24 Hours of Le Mans. In 1924, 1927, 1928, 1929, and 1930, the Bentley Boys won the trophy – and in 1929, they took all four first places.

### **Rescued by the competition and a new start**

But then the global economic crisis and the harbingers of the next war soon almost drove the company into ruin. Rival Rolls-Royce took over Bentley in 1931 and moved production from Cricklewood to Derby. The factory in Crewe, Bentley's main site to this day, was built in 1938. Before the war, it manufactured aircraft engines, but in 1946, the first car left the assembly hangar: the Mark V1. The R-Type Continental debuted in 1952, making it the world's fastest four-seater at the time, with a top speed of 120 miles per hour (approx. 193 km/h).



The year 1957 witnessed the arrival of the four-door Continental Flying Spur, and 1959 saw the launch of the S2 with its groundbreaking 6.2-liter V8 aluminum engine.

### **100 years young and focused on the future**

The partnership with Rolls-Royce lasted almost seven decades before the Volkswagen Group took over Bentley in 1998 and invested more than £1 billion in the Crewe production facilities. In 2020, shortly after Bentley's 100th birthday, the Beyond100 strategy was unveiled. Bentley set out the goal of becoming the world's leading sustainable luxury car brand. Something that fits with the sustainability strategy of another major brand and marks the start of the latest chapter in the company's history: from March 1, 2021, Audi assumed management responsibility for Bentley, and since January 2022, Bentley has been a part of the Brand Group Progressive.

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The Audi Group is one of the most successful manufacturers of automobiles and motorcycles in the premium and luxury segment. The brands Audi, Bentley, Lamborghini, and Ducati produce at 21 locations in 12 countries. Audi and its partners are present in more than 100 markets worldwide.

In 2023, the Audi Group delivered 1.9 million Audi vehicles, 13,560 Bentley vehicles, 10,112 Lamborghini vehicles, and 58,224 Ducati motorcycles to customers. In the 2023 fiscal year, Audi Group achieved a total revenue of €69.9 billion and an operating profit of €6.3 billion. Worldwide, an annual average of more than 87,000 people worked for the Audi Group in 2023, more than 53,000 of them at AUDI AG in Germany. With its attractive brands and numerous new models, the group is systematically pursuing its path toward becoming a provider of sustainable, fully networked premium mobility.

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