

Bentley Motors Ltd. (United Kingdom)

Facts & Figures (as of December 31, 2025)

- Established: 1919
- Production (2025): 10,428 automobiles
- Employees: approximately 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: with Bentley aiming to become a fully electric luxury car brand. 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.

Traditional craftsmanship forms the basis of the finest Bentleys

The current model series includes the Continental, Flying Spur and Bentayga, with the Supersports to follow in 2026. 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.



Sustainability

In April 2025, Bentley revealed its third annual Sustainability Report on Earth Day, highlighting how the British marque aims to become the global leader in sustainable luxury mobility. The 100-page document focuses on the brand's achievements in 2024, making significant progress towards the Beyond100+ strategy. It also emphasizes the initiatives and programs that support more than 4,000 people working at the carbon-neutral factory in Crewe, where all Bentley models are built.

The comprehensive report, which is available to read [online](#) reveals Bentley's tireless work towards a more sustainable future. It examines every aspect of the business, including employee and customer well-being, even investigating how Bentley drivers and passengers can feel even better after a long journey.

In relation to the Bentley headquarters in Crewe, the new report details how people are at the core of the company's strategy. Bentley is committed to offering an inclusive and high-performance workplace to attract and retain top talent, supported by ongoing training to prepare the workforce for an electric future. Through the Beyond100+ strategy, sustainability is embedded in 'our people' focused initiatives.

Bentley's new Advancing Life Chances (ALC) strategy is focused on supporting the most pressing social issues around Crewe, with packages of targeted community investment. The Bentley Environment Foundation is part of the wider strategy, offering grants to joint environmental projects that go beyond carbon neutrality and inspire rejuvenation and regeneration.

Careers

In January 2026, Bentley was named one of the best employers by the Top Employers Institute for the fifteenth consecutive year. Among other things, the award honours 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 over 150 early careers recruits in Crewe in 2025, creating meaningful opportunities for many young individuals. 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.



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 **and more recently an updated Beyond100+ strategy**. 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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About Audi

Audi drives transformation and shapes the mobility of tomorrow – with intelligent, electric products.

The premium automotive brand is available in more than 100 markets. Its global production network spans 22 sites in 13 countries. **Vorsprung durch Technik** unites more than 88,000 employees. With courage, passion, responsibility, and trust, they are reinterpreting more than 100 years of automaking tradition for the future. In 2026, Audi is entering Formula 1 with a factory team in a bold expression of its motorsports DNA.

The Audi Group also includes the supercar manufacturer Lamborghini, the luxury brand Bentley Motors, and the motorcycle maker Ducati.

Learn more about the Audi Group [here](#).
