



By appointment  
to HM The Queen  
motor car manufacturers  
Bentley Motors Limited  
Crewe Cheshire



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**BENTLEY**

## Press Information

### **BENTLEY CELEBRATES ANOTHER YEAR OF IMPACTFUL COMMUNITY INVESTMENT IN 2024**

- **Bentley's Advancing Life Chances (ALC) Strategy, continues to deliver measurable impact across the UK and Crewe**
- **Supported around 450 charitable donations and projects, reaching an estimated 40,000 individuals nationwide, with the programme consistently growing year on year, supporting more people annually**
- **Recognised with two major CSR awards in 2024 for its community investment efforts**

**(Crewe, 18 December 2024)** Bentley Motors is proud to announce another successful year of community investment under its Advancing Life Chances (ALC) Strategy. This year the initiative has delivered measurable impact, supporting around 450 charitable donations and projects in 2024 while reaching an estimated 40,000 individuals across the UK. This milestone reinforces Bentley's dedication to empowering communities, improving access to essential services, and building brighter futures.

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Bentley's Advancing Life Chances Strategy is delivered through one national programme and three Crewe-based initiatives:

#### **National | ALC Small Grants Programme**

Bentley's national small grants programme provides funding of up to £500 to support charities and community groups across the UK, focusing on vulnerable, disadvantaged, or under-represented communities. In 2024, Bentley supported 273 charities and community groups, up from 200 in 2023.

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Projects funded by this programme are projected to benefit over 30,000 individuals nationwide, demonstrating consistent growth and increased reach.

### **Crewe-based Programmes**

As the home of Bentley Motors, Crewe remains a key focus for the company's community investment. In 2024, three tailored initiatives continued to deliver significant support to local residents:

#### **Advancing Life Chances Crewe Fund**

Delivered in partnership with Cheshire Community Foundation, this fund supports 12-month projects addressing local needs in Crewe. In 2024, Bentley funded nine local projects, projected to benefit 5,795 residents. Supported organisations include Chance Changing Lives, Wishing Well Project, and Young Enterprise.

#### **Bentley Crisis Fund**

Established in 2022, Bentley's first endowment fund provides sustainable support for urgent local needs in Crewe. In 2023, the fund supported 141 beneficiaries, reflecting its growing impact. A further £10,000 was awarded in grants in 2024. The fund remains a vital, permanent resource for the Crewe community.

#### **CCF Crewe Fund**

This collaborative fund, supported by Bentley and other local businesses, pools resources to fund impactful community projects. In 2024, the fund supported 12 local charities, reaching an estimated 1,257 beneficiaries – an increase compared to 2023.

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### **Recognition for outstanding community impact**

Bentley's community efforts in 2024 were recognised with two prestigious awards, showcasing the impact of its Advancing Life Chances Strategy. Bentley received the Award for Best in Social Sustainability in the Luxury Automotive Industry from The Business Concept, acknowledging the company's leadership in creating a positive social impact. Additionally, Bentley was named the UK National Gold Winner for Community Commitment at the International Corporate Social Responsibility Excellence Awards further highlighting its dedication to improving life chances.

As part of its commitment to recognising local achievements, Bentley also sponsored the Contribution to the Community Award at the South Cheshire Chamber Awards. The award celebrated the exceptional work of local organisations, with the Stroke Survivors Speech and Language Support Group being named the 2024 winner.

Sally Hepton, Director of Government Relations and Sustainable Luxury at Bentley Motors, said:

"2024 has been a great year for our community investment efforts. At Bentley, we remain dedicated to advancing life chances by addressing critical needs, both in our hometown of Crewe and across the UK. From funding grassroots initiatives to scaling our national impact, we are proud to see the tangible difference our work is making. These achievements are a testament to our long-term commitment to sustainable luxury and social responsibility."

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### **Notes to Editors**

#### **About Bentley Motors**

Bentley Motors is the most sought-after luxury car brand in the world. The company's headquarters in Crewe is home to all of its operations including design, R&D, engineering, Mulliner and production of the company's three model lines and five derivatives in total, Continental GT, Continental GT Convertible, Flying Spur, Bentayga and Bentayga EWB. The combination of fine craftsmanship, using skills that have been handed down through generations, alongside engineering expertise and cutting-edge technology is unique to UK luxury car brands such as Bentley. It is also an example of high-value British manufacturing at its best. Bentley employs around 4,000 people at Crewe.

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