



By Appointment to
His Majesty The King
Major Car Manufacturers
Bentley Motors Limited
Crewe Cheshire



BENTLEY

Press Information

ANGUS FITTON TO JOIN BENTLEY MOTORS AS CHIEF COMMUNICATIONS OFFICER

- **Angus Fitton appointed Chief Communications Officer**
- **Replaces Wayne Bruce who moves to a new role as Director of Visitor Experience and Heritage**
- **Both report to Chairman and CEO, Dr. Frank-Steffen Walliser**
- **Changes effective from 16 March, 2026**

(Crewe, 16 February 2026) Bentley Motors today announced that Angus Fitton has been appointed Chief Communications Officer with responsibility for all global product and corporate communications as well as internal communications at the manufacturer of luxury cars based in Crewe, England. He succeeds Wayne Bruce who moves to a new role within Bentley as Director of Visitor Experience and Heritage. Both will report to Bentley's Chairman and CEO, Dr. Frank-Steffen Walliser.

Angus joins Bentley from Porsche Cars North America where he held the position of Vice President of PR based in Atlanta for seven years. Prior to this, he led communications at Porsche Cars Great Britain before relocating with his family to the United States, meaning his move to Crewe will mark a return to the United Kingdom. A life-long car enthusiast, he has occupied communications roles at Mercedes-Benz, Jaguar and Volkswagen having transitioned into PR from an early career in journalism – a path similar to that taken by Wayne Bruce.

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During his time at Porsche, Angus contributed to several ambitious and exciting projects – including 'Edith', a special Porsche 911 that climbed a



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volcano to set a world altitude record, a project that was the idea of (and led by) Dr. Frank-Steffen Walliser.

Wayne Bruce, who Angus replaces, will be appointed Director of Visitor Experience and Heritage after more than six years in the communications role. In this new position, Wayne will be responsible for growing the visitor and customer offering around the Crewe site, while continuing with lead responsibility for the Heritage Collection he first instigated, with more exciting developments being planned for the future. He also remains as Head of the Bentley Foundation.

Commenting on the appointments, Frank said: "Wayne has been an exceptional steward of Bentley's global communications, shaping our voice through a period of significant transformation for the brand. I want to thank him for his leadership, creativity, and unwavering commitment to Bentley Motors.

Wayne Bruce

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"As we look to the future, I am delighted to welcome Angus Fitton as our new Chief Communications Officer. Angus brings deep industry experience, a modern strategic mindset, and a passion for storytelling that aligns perfectly with our ambitions. Under his leadership, I am confident that Bentley's communications will continue to evolve, inspire, and reflect the pioneering spirit that defines our company."

"I am grateful to Frank and the board of Bentley Motors for this opportunity to join an incredible team at an exciting moment for the brand," said Angus. "Wayne and his communications team have delivered extraordinary work and



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I look forward to getting started and building on the fantastic example he has set.”

Both appointments will be effective from Monday 16 March allowing Angus time to understand exactly how his classic 1968 Dodge Charger will find its way to Crewe. Meanwhile, Wayne’s collection of Audis continue to plough up and down the M6 motorway.

- ENDS -

Notes to editors

Bentley Motors

From W.O. Bentley, who founded Bentley Motors in 1919, to the current team of over 4,000 dedicated colleagues, the company’s extraordinary cars have always been designed and built by exceptional people using only the finest of materials.

From modest beginnings, Bentley has moved from strength to strength – in a relentless pursuit of both luxury and performance. W.O.’s vision continues to guide Bentley’s beliefs, actions and ambitions.

Located in Crewe, England and owned by the Volkswagen Group since 1998, Bentley Motors remains the definitive British luxury car company, crafting the world’s most desirable high performance grand tourers. Bentley’s colleagues design, engineer and handcraft five bespoke models: 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 and engineering expertise is unique to Bentley.

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The luxury marque is creating a future driven by new technologies, materials, fuels and skills, in the pursuit of a progressive, new world: one in which the highest levels of luxury mobility are achieved with sustainable methods. The company’s Beyond100+ strategy promises to revolutionise the company to be exclusively electric in the future.

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