



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



By appointment
to HRH The Prince of Wales
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BENTLEY

Press Information

BENTLEY NAMED BRITAIN'S MOST ADMIRER CAR COMPANY AND NUMBER ONE FOR BEST QUALITY OF PRODUCTS

- **Bentley Motors honored in Britain's Most Admired Companies awards**
- **Named number one for Quality of Products in same survey**
- **Study conducted by leading business magazine Management Today**
- **Recognition coincides with Bentley's centenary year**
- **Honor reflects Bentley's ongoing business success**

(Crewe, December 04, 2019) Bentley Motors was simultaneously named Britain's most admired car company and recognized as overall number one in the category for Best Quality of Products according to a leading survey by prominent business magazine Management Today.



**EXTRAORDINARY
YEARS**

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The annual Most Admired Companies Study dates back 28 years and honors the best businesses throughout the country. The two awards reflect the quality of Bentley's exquisite lineup of luxury motor cars, comprising the all-new Flying Spur, Mulsanne, Continental GT and Bentayga.

Bentley achieved 13th position overall in the extensive study of 250 leading British companies across 25 sectors. The country's largest public companies and leading employers were asked to evaluate their peers across 12 key criteria, making it the ultimate peer review of corporate reputation.



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Commenting on the recognition, the judges from Management Today concluded:

"Britain's Most Admired Companies remains one of the most in-depth and best-established corporate reputation surveys in the UK. This year, Bentley has not only scooped the criteria award for its quality of products but it has also been named the country's most admired company in the automotive sector. To be held in the highest esteem by your peers - and fiercest critics - is one of the highest accolades a business can receive. A century after it was founded, Bentley continues to be a driving force in the industry."

Adrian Hallmark, Chairman and CEO of Bentley Motors, said: "Bentley is already the most sought-after luxury car brand in the world, so we are delighted to receive further, independent recognition of our achievements, especially in the company's centenary year."



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As it enters its second century, Bentley already confirmed that it aims to lead the way in the delivery of sustainable luxury mobility. The company will offer hybrid or electric versions of all models in its lineup by 2023, and battery-powered electric solutions by 2025.

Significantly, the Pyms Lane factory in Crewe achieved carbon neutral certification last year and the company just launched the luxurious Bentayga Hybrid SUV – Bentley's first plug-in hybrid and its most efficient model ever.

The luxury British marque celebrated its 100th year with a series of events around the world, culminating in the launch of the Bentley EXP 100 GT.



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A breathtaking vision of the future which sets the benchmark for sustainability, this all-electric, fully-autonomous concept is a true environmental showcase.

Britain's Most Admired Companies

The Britain's Most Admired Companies Study was established by Professor Mike Brown, a Fellow of the acclaimed Leeds Business School. It is the nation's longest-running survey of corporate reputation, with data going back 28 years.

Using responses from board-level representatives, analysts and city commentators, the study is a peer review of corporate reputation, as seen by a company's closest critics – its competitors and financial influencers.



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Management Today magazine has hosted the annual awards since 1993, while reputation specialists Echo Research manage the study, interviewing senior level respondents online and by telephone.

– ENDS –

Notes to editors

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 and production of the company's four model lines, Continental, Flying Spur, Bentayga and Mulsanne. The combination of fine craftsmanship, using skills that were 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.