



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 SIGNS THE ARMED FORCES COVENANT AS A TESTAMENT OF ONGOING COMMITMENT**

- **The signing shows the dedication as an employer of veterans, and its support to the Armed Forces Community**
- **Active Reservists are part of the Bentley population, next step is to access a wider talent pool for recruitment by promoting opportunities**
- **Key step towards Bentley's Beyond100 strategy, which includes diversity and inclusion ambitions**

**(Crewe, 16 January 2024)** Bentley Motors has signed the Armed Forces Covenant, a national pledge to support the Armed Forces Community at the home of Bentley in Crewe, together with members of the Ministry of Defence and Dr. Karen Lange, Member of the Board for HR. This is another important step towards Bentley's ambition to become the most diverse and inclusive luxury car company.

Bentley is committed to supporting the armed forces community, pledging to treat those who serve, or have served, and their families with fairness and respect, and to guarantee that they will not be in any way disadvantaged within the business as a consequence of their service.

Bentley's ultimate ambition is to be the employer of choice for those leaving the military, and the company is working hard to realise this goal, recognising military skills and qualifications in the recruitment and selection process and working with the Career Transition Partnership (CTP) to support the employment of Service leavers.

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In addition, the company is supporting colleagues who are members of the Reserve Forces and volunteering leaders in military cadet organisations, granting additional leave for annual training.

The Armed Forces Covenant is just one of many initiatives Bentley is leading to support the local British Legion branch in the community, including supporting Armed Forces Day, Reserves Day, the Poppy Appeal Day and Remembrance activities.

Emma Humphries, Diversity and Inclusion manager at Bentley, said: "By pledging Bentley's support and joining the Armed Forces Covenant, we acknowledge the importance of ensuring our servicemen and women receive the respect, support, and fair treatment they deserve. It is a promise to uphold the values of unity, solidarity, and gratitude towards those who risk their lives for our safety.

"Joining the Armed Forces Covenant is not just a symbolic gesture; it is a concrete step towards creating a society that values and cherishes the sacrifices of our military personnel. It is a commitment to fostering an environment where veterans, active-duty members, and their families receive the care, recognition, and opportunities they rightfully deserve."

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Chris Cole, Product Line Director at Bentley and sponsor of the colleague-led network BeReady for Armed Forces and Blue Light Services, added: "I'm extremely proud to be supporting Bentley in the move to sign up to the Armed Forces Covenant. Veterans from the armed forces offer significant diverse knowledge, experience and dedication. We constantly seek how to attract and retain the world's best people, and this commitment to the covenant we hope



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will demonstrate Bentley's commitment to our current veterans, and allow others to consider a future with us."

- ENDS -

### Notes to editors

#### **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 and production of the company's five model lines, Continental GT, Continental GTC, 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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