



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



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to HRH The Prince of Wales
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BENTLEY

Press Information

START SOMETHING POWERFUL – BENTLEY PARTNERS WITH WE ARE POWER TO SPONSOR 2025 'POWER LIST'

- **Luxury British marque to partner with We Are PoWER for the second year and sponsor the 'Power List' for 2025 Northern Power Women Awards**
- **Exclusive launch event at Bentley Manchester together with the jewellery brand Say It With, celebrating influential and inspiring women**
- **Unique collaboration with Northern Power Women Awards' 'We Are PoWER' body, Bentley customers, regional change-makers and colleagues**
- **Guests enjoy compelling evening of discussion, empowerment and Bentley craftsmanship**

(Crewe, 4 October) Bentley Motors is proud to announce its partnership with We Are PoWER for the second consecutive year, sponsoring the influential 'Power List' for the 2025 Northern Power Women Awards. The exciting collaboration was revealed during an exclusive launch event at Bentley Manchester to celebrate trailblazing women in business.

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The unique partnership connects the luxury British marque with members of the Northern Power Women Awards' 'Power List' alumni, and We Are PoWER – the umbrella brand for the prestigious awards. Established nine years ago, the Northern Power Women Awards is the largest celebration of gender equality in Europe, with a growing community of over 100,000. The body recognises those who work tirelessly towards gender balance and equality in the workplace.



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The exclusive evening of activities, held in collaboration with luxury jewellery brand Say It With, invited VIP guests to 'Start Something Powerful' by celebrating women through sustainable experiences and an inspiring panel discussion. Bentley customers and influential change-makers from across the North witnessed Bentley's craftspeople demonstrate their exceptional cabinetmaking skills, accompanied by live music from DJ Kimmi K. Adding a unique touch to the event, the founders of Say It With shared their journey of building a powerful, purpose-driven jewellery brand, highlighting their commitment to empowerment and innovation. Guests also enjoyed a showcase of Bentley's latest Ultra Performance Hybrid range of cars, along with the one-of-a-kind Belonging Bentayga – a bold statement of the brand's own powerful, sustainable and inclusive future.

The partnership between Bentley Motors and We Are PoWEr showcases both organisations' commitment to supporting trailblazing women in business. Since 2023, the collaboration has included sponsorship of the Northern Power Women Awards 'Future List' that celebrates the change-makers of the future, live broadcasts, and panel discussions. Elsewhere, Bentley has also completed the third edition of its Extraordinary Women mentorship programme for 2024, a partnership with universities in Britain and Qatar.

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Karen Lange, Member of the Board for Human Resources, Bentley Motors, said:

"Bentley is honoured to sponsor the 'Power List' of the Northern Power Women Awards. Northern Power Women, an organisation with strong values that support diversity, equity, inclusion, and belonging is closely aligned with



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our own. We are also dedicated to advancing gender equality and a desire to celebrate the change-makers, here in our home region and beyond.”

Simone Roche MBE, CEO/Founder of Northern Power Women Awards and We Are PoWEr, added:

“We are thrilled to have Bentley Motors as a sponsor for the Northern Power Women Awards ‘Power List’. Their commitment to promoting diversity and inclusion reflects the values at the heart of the Northern Power Women Awards. Together, we are shining a light on the incredible individuals and organisations driving positive change and amplifying the voices of those making a real difference.”

The 2025 Northern Power Women Awards, including the ‘Power List’, will take place March next year.

- ENDS -

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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, Mulliner and production of the company’s five model lines, 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.