



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



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**BENTLEY**

## Press Information

### **BENTLEY EMBRACES THE POWER OF MENTORING TO INSPIRE FEMALE STUDENTS**

- **Ahead of International Women’s Day 2022, Bentley holds ‘Extraordinary Women’ event in Crewe to launch student mentoring programme**
- **Students from partner universities will be selected to benefit from mentoring and work experience with Bentley**
- **The programme is designed to highlight the career opportunities available in the automotive sector**
- **Crewe event builds on last year’s kick-off activity in the United Arab Emirates, where four students have this week been selected to take part**
- **Extraordinary Women supports Bentley’s Beyond100 strategy and goals to achieve 30 per cent diverse management by 2025**

**(Crewe, 4 March 2022)** To support the development of the next generation of female talent, Bentley Motors has kicked off a bespoke mentoring programme for female students in the fields of technology, engineering, design and business.

Following the successful launch in the UAE last year, the programme is now being rolled out in the UK as part of Bentley’s strategy to encourage more women to consider the range of careers available in the automotive industry.

The launch event, named ‘Extraordinary Women’, brought together students from four UK partner universities; Crewe UTC and experts from within the business. Chaired by senior automotive journalist, Erin Baker and with the support of Bentley’s Member of the Board for Human Resources, Karen Lange, and Professor Georgina Harris from Arden University, the event consisted of three panel talks and the opportunity for the students to pitch a

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wide-range of questions about STEM careers, opportunities in automotive and how to bring more women into the industry to the panel.

Member of the Board for Human Resources, Dr Karen Lange, explained:

“Our industry is changing faster now than at any time in the past and ensuring that we are diverse in every sense is an essential part of our Beyond100 strategy and our future success.

“Women remain under-represented in many key areas of our business, so with International Women’s Day approaching, it has been a great opportunity to focus on how we can lift the lid on the incredible range of careers we have to offer and encourage more women into the industry – as well as ensuring we support those who are already working with us.

“Mentoring is already an important development tool at Bentley and we recognise the benefits for both the mentor and the mentee. Extending this support to students hoping to develop a career in automotive through our future talent programmes is therefore a natural next step. We hope that combined with a week of work experience later this year, Extraordinary Women will provide a transformative opportunity for the selected students, by connecting them with experts who can share their insights and experience and help inspire them shape their own journeys.”

Bentley will now work with the partner universities to identify the students who will take part in the programme. In the UAE, where the initiative kicked off in December 2021, the four students who have been selected to take part

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in the programme were confirmed this week and they will join the UK mentees at Bentley's Crewe headquarters for a one-week visit in June.

Hind Khalid Almaazmi, who is studying Design Management and Luxury Brand Marketing at the American University in Sharjah, reflects on having been invited to take part in the programme:

"I am excited to have been selected to take part in the Initiative. I am really looking forward to gaining insights in entrepreneurship and leadership from my mentor, Amna Al Habtoor, along with automotive design and craftsmanship skills from various women in the design team at Bentley Motors. It will also be great to travel to the UK and see the factory."

- 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 three model lines, Continental, Flying Spur and Bentayga. 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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