



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



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BENTLEY

Press Information

100 TREES FOR 100 YEARS

- **Bentley is laying down roots for the future by planting 100 saplings at the end of its centenary year**
- **Tree-planting initiative takes place ahead of National Tree Week - which focuses on increasing the number of trees across the UK**
- **All of the saplings are native British species including oak, maple, beech and cherry trees**
- **Sustainably sourced wood veneers are a core feature of Bentley's unique interiors**
- **Activity builds on Bentley's commitment to increasing sustainability and developing biodiversity around its site in Crewe**

(Crewe, November 28, 2019) As Bentley Motors approaches the end of its centenary year, the company is investing in a more sustainable future at its factory by planting 100 native British trees around the site in Crewe.



**EXTRAORDINARY
YEARS**

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The project has been completed during the winter tree-planting season in time for National Tree Week (November 23 – December 1), which recognises the importance of planting more trees to tackle climate change and protect biodiversity.

The trees planted around the site in Crewe include ten oak trees which have been planted outside office buildings and 15 cherry trees which line the approach to the company's main entrance on Pyms Lane. A further 70 trees which include maple, beech, walnut, lime and elm saplings, have been planted along the boundaries of the Legends social facility. Additionally, ten fruit trees have been relocated from an area marked for development to create a new orchard outside the CW1 visitor reception area.



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Peter Bosch, Member of the Board for Manufacturing, explains:

"Sustainably-sourced wood has been one of Bentley's core interior components since our beginnings 100 years ago – and it continues to be an essential element of the unique craftsmanship in our cars. Our wood veneers are ethically sourced by experts who go to great lengths to find the finest veneers in the world. We wanted to plant trees around site that are not only native British species, but reflective of the interiors that we produce in our cars and we use oak, walnut and cherry substrates in Mulsanne.

"Trees play a vital role in tackling climate change because they help to improve air quality, absorb CO2 and increase oxygen. They are also important for our local biodiversity and wildlife and they make our local area a nicer place to live and work too. We've chosen the locations carefully to ensure they enhance the green spaces on our site and can be enjoyed by both our colleagues and the local community.



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"As Bentley continues to focus on becoming the most sustainable luxury automotive manufacturer, this is a great practical initiative to invest in the long-term sustainability of our site and a fitting way to acknowledge the end of our centenary year.

100 Years of Extraordinary

July 10, 2019 marked Bentley's 100th year - an extraordinary milestone achieved by only a few companies. A year-long series of special activities has been taking place, with celebrations at major events around the world to



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showcase Bentley's motoring evolution over the last 100 years, and highlight its global success today and the exciting future of innovation ahead.

- 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 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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