



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



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**BENTLEY**

## Press Information

### **BENTLEY MOTORS ANNOUNCES NEW BOARD MEMBER FOR SALES AND MARKETING**

- **Christophe Georges promoted to Board Member for Sales and Marketing, effective 1 December**
- **Assumes full responsibility for sales, marketing and aftersales strategy, building on a 26 year career with Bentley**

**(Crewe, 4 November 2024)** Bentley Motors has announced the appointment of Christophe Georges as Board Member for Sales and Marketing, reporting to Chairman and CEO, Dr. Frank-Steffen Walliser, effective from 1 December 2024. Christophe, whose career at Bentley spans 26 years, has been promoted from his previous role as Global Sales and Marketing Director.

In a wide-ranging career with the luxury British marque, Christophe has held global positions ranging from Director of Marketing and Product Strategy, to President and CEO of Bentley's largest region, Bentley Americas, holding that role twice for nearly 15 years, from 2007 - 2015 and 2019 - 2024. In his time in North America, Christophe directed record sales and profitability, while growing the retailer network to 60 dealerships.

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Commenting on the appointment, Dr. Frank-Steffen Walliser, Chairman and CEO of Bentley Motors, said:

"It is a pleasure for me to welcome Christophe to the Bentley Board of Management, a promotion richly deserved following his expertise, leadership and commitment to Bentley over such a long period. With his comprehension of international markets, strategic understanding of our brand direction, and



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deep-rooted knowledge of Bentley's DNA, Christophe is perfectly placed to realise our brand and sales ambitions as we continue to evolve our business."

Christophe Georges, added:

"Bentley is in my blood and the company I joined in 1998 is very different to the one I am incredibly proud to be part of today. The journey so far has been extraordinary, and I am relishing the prospect of continuing to work closely with my colleagues to provide fresh momentum and direction as we grow our brand, our audience base, and our entire sales and marketing operations."

Christophe replaces Alain Favey who left the business in May 2023.

- 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, Mulliner and production of the company's three model lines, and five derivatives, 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.

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