



By appointment
to Her Majesty The Queen
Motor car manufacturers
Bentley Motors Limited
Crewe Cheshire



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BENTLEY

Press Information

**EXTRAORDINARY JOURNEYS BEGIN FOR BENTLEY’S LARGEST EVER
TRAINEE INTAKE**

- **Bentley’s 112 strong trainee cohort are beginning their careers at the luxury marque**
- **The Apprentices, Undergraduates and Graduates are working across a wide range of departments on Bentley’s award-winning Early Careers’ programmes**
- **A third of all trainees will focus on cutting-edge digital technologies as Bentley’s Beyond100 strategy takes the company to a new era**
- **Commitment to diversity captured with significant increase in trainees from diverse backgrounds**

(Crewe, 13 September 2021) Bentley Motors has welcomed its largest ever intake of Apprentices, Undergraduates and Graduates, with 112 new recruits joining the 4,000-strong Crewe based workforce, which is currently delivering the biggest transformational programme in the luxury marque’s 102-year history.

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Representing a phased introduction across programme, 39 Apprentices and 39 Undergraduates have started their Bentley careers in the past two weeks, with 14 Graduates to follow next month. The new recruits are working across a wide range of areas within the business including Engineering, Production, Marketing and Communications, Project Management, Human Resources and Digital and IT. Coupled with the 20 apprentices who began their journey earlier in 2021, the scale of the 2021 programme demonstrates Bentley’s commitment to developing future skills through trainee programmes.



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Underlining Bentley's transformational Beyond100 strategic ambitions, and to help shape the company for the future, a third of the trainees will work exclusively on digital innovation.

Commenting on Bentley's continued commitment to early careers and future talent, Nicola Johnson, Bentley's Head of People, Engagement and Transformation, said:

"Bentley, and the entire automotive industry, is changing faster than ever and so recruiting the next generation and leaders of tomorrow, with a digital mind-set, is a key part of our strategy to becoming the leader in sustainable luxury mobility. We have focused on the finest talent that can help shape our future and I am delighted to welcome them as we work together to deliver our vision for a new Bentley."

Bentley's targets were set out in last year's ground-breaking Beyond100 strategy, with the aim to become a global leader in sustainable luxury mobility and reinvent every aspect of its business. At the forefront of this strategy, is the desire to be carbon neutral and move to full electrification throughout the entire model range by 2030.

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To help design and build these Bentleys of the future, the company is focusing on greater diversity, upskilling in some areas and attracting a wide range of the best talent from all walks of life, including digital innovators and creative thinkers.

Earlier this year, Bentley was again recognised for the tenth consecutive year



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as a Top Employer by the internationally-acclaimed Top Employers Institute – the only car brand to feature on the elite list. The Institute recognises employers globally who make every effort to continuously improve colleague experiences through digital transformation, enhance recruitment processes, as well as nurturing and developing talent.

- 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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