



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

### **BENTLEY REVISES REGIONAL DIVISION STRUCTURE ALIGNED TO BEYOND100+ STRATEGIC PRIORITIES**

- **Grouping of the Bentley business operations in the UK, Europe, Middle East, India and Africa under newly devised EMEA region**
- **New region includes 95 retail partners across 41 markets, and represents a third of global sales volume**
- **Revised structure aimed at streamlining business operations and maximising synergies**
- **New regional division will be led by Richard Leopold, Regional Director EMEA**

**(Crewe, 9 January 2024)** Bentley Motors announces today the alignment of its business operations in the UK, Europe, Middle East, Africa and India into a combined region, now becoming the EMEA region and biggest for the luxury marque.

It will comprise 95 retail partners in 41 markets and represents approximately a third of the brand's sales volume globally.

Leading the new region will be Richard Leopold, Regional Director, who has over 17 years of experience with Bentley Motors and a deep understanding of complex regional markets, having already commanded each market under this new regional structure.

He adds: "I am extremely excited to continue to collaborate closely with our retail partners to drive the growth of our business across the UK, Europe, Middle East, Africa, and India under this new guise. This journey will not only

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focus on the launch of new models aligned with our Beyond100+ strategy but also emphasise enhancing our network and elevating the customer experience in our biggest single region in the world."

- 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 in total, 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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