



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



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**BENTLEY**

## Press Information

### **BENTLEY MOTORS TO SPONSOR THE INTERNATIONAL AUTOMOTIVE PHOTOGRAPHY AWARDS 2023**

- **Bentley Motors sponsors the International Automotive Photography (IAP) Awards for the third time**
- **Categories include: Atmosphere, Beauty, Car Spotters, Motorsports, Phone Photography and People**
- **2022 saw over 4,000 entries from photographers in 52 different countries, and organisers are expecting an even higher rate of submissions for 2023**
- **Continuing its support for rising photography stars, Bentley is proud to nurture diverse creative talent, often from the start of their careers**
- **Discover more, or enter the awards:**

<https://internationalautomotivephotography.com/>

**(Crewe, 23 March 2023)** Returning for its third edition, the International Automotive Photography (IAP) Awards is back for 2023 and Bentley is proud to sponsor the IAP Awards again this year.

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The IAP Awards aim to establish and promote the best automotive photography, bringing together a passionate community of like-minded people and showcasing a variety of talent and creative works. Entries can be made via the IAP website, and the competition closes on 31 March 2023, with judging taking place in May 2023.

Open to amateurs, professionals, and anyone in between, and with six submission categories, participants have the chance to submit as many



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photographs as they wish, for the chance to win fantastic prizes from global sponsors.

Bentley's Director of Communications, Wayne Bruce will be involved as a guest-judge for the Car Spotter category and looks forward to seeing the entries from amateur and professional photographers around the world. He says: "It's an honour to join the judging panel once again for the IAP Awards. Spending time reviewing the work of these aspiring creatives is a real pleasure. Always so many beautiful pictures of beautiful cars. And as something of a car spotter myself, I'm particularly looking forward to seeing these entries this year. The more curious the car and creative the image the better."

Other categories available for entry are Atmosphere, Beauty, Motorsports, People and Car Spotting, so there really is something for everyone. These categories will be judged by co-founders and established photographers, Hedi Sersoub and Amy Shore, along with a panel of renowned photographers and automotive experts. Each submission will be carefully observed and many shared across the IAP Awards' social media accounts in the lead up to the winners being announced – with the intention of sharing inspiring work and developing an engaged community.

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Co-sponsoring the awards alongside Bentley are Varsity Headwear and Think Tank. The winner of the awards will receive a Bentley Experience, a Fujifilm XT5 camera with 18-55mm, a Varsity bespoke cap, and a BackStory BackPack ThinkTank Photo. The six category finalists will receive a £300 gift voucher a limited edition Varsity cap, and a Sling Bag from ThinkTank Photo.



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The awards are open for entries until the 31 March 2023, £2 per entry. Work will be reviewed in May 2023, and winners announced in June 2023.

**ENDS**

### **Notes to editors**

#### **About Bentley Motors**

Bentley Motors is the most sought-after luxury car brand in the world. The company's headquarters in Crewe is home to all its operations including design, R&D, engineering, and production of the company's five model lines, 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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