



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



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**BENTLEY**

## Press Information

### **BENTLEY RETAILERS MEET AT FIRST-EVER EVENT WITH CARBON NEUTRAL STATUS**

- **Global gathering for over 200 colleagues from Americas, Asia and beyond in purpose-built venue within Crewe's carbon neutral headquarters**
- **Conference in line with Bentley's ground-breaking Beyond100 strategy to become the lighthouse for a contemporary luxury lifestyle**
- **Fully carbon neutral event through sustainable initiatives on-site and the investment in carbon credits from the coastal wind project in the Changbin and Taichung regions of Taiwan**
- **Event powered by zero-emissions green energy and less carbon intensive hydrotreated vegetable oil; waste was upcycled; dinner and lunch produce was locally sourced from no further than 50 miles**
- **Bentley aims to be end-to-end carbon neutral by 2030**

**(Crewe, 30 June 2022)** More than 200 colleagues from Bentley's global retail network gathered for the company's first-ever conference with carbon neutral status. The retailer event was held in a purpose-built venue at Bentley headquarters in Crewe, England, which has been certified carbon neutral itself since 2019.

The forward-looking gathering was titled 'the next journey starts now' and focussed on Bentley's ambitious aim to be end-to-end carbon neutral by 2030. The Pyms Lane venue is the focus of Bentley's ground-breaking Beyond100 strategy, targeting sustainable luxury mobility leadership by reinventing every aspect of the 103-year-old business.

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After an introduction from Bentley CEO and Chairman, Adrian Hallmark, retailers were taken on an immersive journey into the exciting future of Bentley. They discovered the foundations that already exist to take the brand into a new century, for a new type of customer. This included a glimpse of the electrifying products that signal the start of a new era for Bentley, with all models fully electric by 2030.

Caren Jochner, Head of Global Brand Experience, at Bentley Motors, said:

“Bringing all of our global retailers together for the first time since the pandemic was a fantastic opportunity to share our vision for the future and emphasise that the journey starts now. With the focus on our goal to become the world’s most sustainable luxury automotive manufacturer, it was vital to deliver the event in a way that captured this ethos and demonstrated first-hand the changes we are making.

“From the decision to host the event at our carbon neutral production site in Crewe, to giving a glimpse of our future electrified product line up, every detail of the planning was designed to communicate our future vision and engage our global retailers.”

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The event was mainly powered by green energy including solar energy generated by the 30,000 panel solar array on site – as the factory was fully operational during the event, the only other energy source required was to heat the temporary structure, Bentley selected hydrotreated vegetable oil instead of standard diesel, which is 98 per cent less carbon intensive.



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Other energy-saving measures were more straightforward and included selecting venues that share Bentley's sustainable vision and grouping delegates into combined transfers where required. Furthermore, the food served to the delegates across the event's catering was sourced from local farmers and producers, where possible.

For dinner and lunch, produce was locally sourced from no further than 50 miles from each site. With some ingredients, such as the cheese, produced just five miles away from Crewe.

The graphic that clad the purpose-build venue has since been upcycled, with 50 per cent of the material being sent to Scrap Shack, a local company that supplies art materials to schools and community groups, and the other 50 per cent being turned into tote bags and pencil cases.

Any carbon impact from the conference was offset by purchasing carbon credits from the Changbin and Taichung Coastal Wind Project. The credits are Gold Standard verified and the retirement is registered in the Gold Standard Registry. By harnessing coastal wind power in the Changbin and Taichung regions of Taiwan, this project generates clean energy; powering Taiwanese homes, while helping to expand Taiwan's renewable energy industry.

Latest figures from Bentley's 'Dream Factory' in Crewe reveal the British marque is on course to become the world's most sustainable luxury car brand. The data shows an impressive reduction in environmental impact per vehicle, when comparing 2021 data against 2020 figures, and despite an increase in production volume of 38.3 per cent during the same period. The overall reduction per vehicle since 2010 currently measures 76.7 per cent.

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### **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 marketing, design, R&D, engineering and production of the company's five model lines, Continental GT, Continental GTC, 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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