



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 OPENS DOORS OF NEW EXCELLENCE CENTRE FOR QUALITY & LAUNCH**

- **Bentley Motors officially opens new state-of-the-art Excellence Centre for Quality & Launch at the company's headquarters in Crewe**
- **New manufacturing facilities integral to the brand's preparations for the first Bentley Battery-Powered Electric Vehicle (BEV) due for launch in 2026, announced in the Beyond100+ strategic plan**
- **Building includes a new BEV assembly proving ground and laboratory**

**(Crewe, 11 February 2025)** Bentley Motors has officially opened its new state-of-the-art Excellence Centre for Quality & Launch. The new facility, opened today by Gunnar Kilian, Member of the Board of Management at Volkswagen AG, and Bentley's Board of Management, will be pivotal to the brand's preparations for the first Bentley BEV. The world's first Urban Luxury SUV will be launched next year and today's opening sets a key milestone in transforming the 85-year old site for a new age of electrification.

Bentley's industry-leading Beyond100+ strategy will see the company reinvent its entire product range to support an electrified future. The company's new digital, zero environmental impact, manufacturing and quality facility will support new technologies and the development of Bentley's first BEV, setting a new benchmark for best-in-class luxury cars of the future.

The Excellence Centre for Quality & Launch is located across two floors, covering a total of 8,000 sqm. The centre houses a production proving ground and a mini assembly line to test future BEV assembly. It also includes a technical centre for future materials testing, high precision dimensional

#### **Wayne Bruce**

Director of Communications  
wayne.bruce@bentley.co.uk  
+44(0) 7780 004537

#### **Matthew Reed**

Head of Corporate  
Communications  
Matthew.reed@bentley.co.uk  
+44 (0) 7903 515088

#### **Bentley Motors Ltd**

Pyms Lane  
Crewe  
CW1 3PL

www.bentleymedia.com  
communications@bentley.co.uk  
@BentleyComms  
@BentleyNewsroom



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measurement, vehicle analysis and reliability. All dedicated to ensuring the quality, performance and longevity expected of every luxury car.

Commenting on the developments, Andreas Lehe, Bentley's Member of the Board for Manufacturing, said:

"The Excellence Centre for Quality & Launch is a key building block for the successful delivery of the Beyond100+ strategy. The facility represents a significant step forward in transforming our historic Crewe site into a world-leading hub for sustainable luxury automotive production."

"The new facility will be a collaborative workspace for both Quality & Launch teams and will play a crucial role in upholding the unparalleled quality, precision, and craftsmanship that defines Bentley, as we deliver our first fully electric vehicle."

- 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 five models, 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.

#### Wayne Bruce

Director of Communications  
wayne.bruce@bentley.co.uk  
+44(0) 7780 004537

#### Matthew Reed

Head of Corporate  
Communications  
Matthew.reed@bentley.co.uk  
+44 (0) 7903 515088

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