



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



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Press Information

BENTLEY APPOINTS NEW HEAD OF INTERNAL COMMUNICATIONS

- **Joshua Deacon to head all internal communications at Bentley Motors**
- **Will help communicate and deliver Bentley's ground-breaking Beyond100 strategy to be carbon neutral by 2030**
- **Deacon to shape new internal communications strategy driving colleague engagement**
- **New appointment comes after record sales year in 2021 and best-ever first quarter results**
- **Deacon previously led award-winning campaigns at British Airways and Heathrow Airport**

(Crewe, 20 June, 2022) Bentley Motors today announced the appointment of Joshua Deacon as its new Head of Internal Communications, reporting directly to Wayne Bruce, Director of Communications. He will work closely with the Bentley Board of Management and leadership team to shape an internal communications strategy that will drive colleague engagement and support new business change programmes at a time of unprecedented sales success for the brand.

Wayne Bruce

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Matthew Reed

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Deacon, who won two prestigious PRWeek awards for campaigns at British Airways and Heathrow Airport, will head all internal communications across the business at Bentley. His arrival follows a record financial year in 2021, when profits at the British marque soared to €389 million – more than double the company's previous best of €170 million in 2014.

He joins the Crewe-based company after it started 2022 with a best-ever first quarter, showing operating profits up 162 per cent to €170 million. The record



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figures come after a €3 billion investment commitment in the Crewe factory and future products.

Deacon replaces Tom Housley, who has left the business to pursue other opportunities.

Wayne Bruce, Director of Communications at Bentley Motors, commented:

“We are delighted to welcome Joshua into our team at such an exciting time for Bentley. Our financial growth forms the platform for Bentley’s Beyond100 objectives, reinforcing our aim to be global leaders in sustainable luxury mobility. This is the positive message Joshua will deliver to colleagues across a thriving and dynamic business.”

Joshua Deacon, the new Head of Internal Communications at Bentley Motors, added:

“I’m incredibly proud to join Bentley, a uniquely British brand that has made enormous strides to reinvent the historic Crewe site and create an industry-leading carbon neutral facility. The company is already a game changer in the automotive industry and I am excited about the role I’ll play in inspiring and engaging colleagues from across the entire Bentley family as we look ahead to our next 100 years.”

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- ENDS -



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Notes to editors

Deacon's two PRWeek awards included:

- 2019 In House Team of the Year (Private Sector) – Heathrow Airport LTD
- 2021 In House Team of the Year (Private Sector) – British Airways

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 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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