



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 MOTORS NAMED BRITAIN'S MOST ADMIRABLE AUTOMOTIVE MANUFACTURER**

- **Bentley Motors honoured in Britain's Most Admired Companies awards**
- **UK's longest running study of corporate reputation, conducted by international market research company, Echo**
- **Honour reflects Bentley's ongoing business success and industry-leading Beyond100 strategy**

**(Crewe, 29 March 2023)** Bentley Motors was today named Britain's Most Admired Automotive Manufacturer according to the UK's longest running corporate reputational survey.

The annual Most Admired Companies Study dates back over 30 years and honours the best businesses throughout the country. The award reflects Bentley's extraordinary lineup of cars, its business success, and future-looking Beyond100 strategy, enabling Bentley to revolutionise from the world's biggest 12-cylinder engine producer to an all-electric car company within a decade.

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Bentley achieved number one position in the extensive study of 250 leading British companies across 25 sectors. The country's largest public companies and leading employers were asked to evaluate their peers across 13 key criteria, making it the ultimate peer review of corporate reputation.

Bentley achieved first place in nine of the 13 criteria, including Quality of Management, Quality of Products & Services, Ability to Attract, Develop & Retain Top Talent, Long-term Value Potential, Capacity to Innovate, Effective



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Environmental, Social and Governance (ESG), Effective Use of Corporate Assets, Inspirational Leadership and Competitiveness.

The acknowledgement comes just weeks after Bentley announced its most recent financial results, for the period of 2022. This included profit figures of €708 million, representing an 82 per cent growth in profit from a four per cent growth in volume against the previous year. Incredibly, this transformation includes operating profits up nearly €1 billion compared to five years ago.

### **Britain's Most Admired Companies**

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The Britain's Most Admired Companies Study was established by Professor Mike Brown, a Fellow of the acclaimed Leeds Business School. It is the nation's longest-running survey of corporate reputation, with data going back to 1990.

Using responses from board-level representatives, analysts and city commentators, the study is a peer review of corporate reputation, as seen by a company's closest critics – its competitors and financial influencers.

Reputation specialists, Echo Research manage the study, interviewing senior level respondents online and by telephone.

– ENDS –

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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 its operations including design,



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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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