

AUTOMOTIVE

## Bentley invests in the future with talent of tomorrow

February 7, 2018



*Bentley fosters talent in students and apprentices. Image credit: Bentley.*

By STAFF REPORTS

British automaker Bentley Motors is looking to draft and nurture the next group of talented apprentices with the hope of planning a strong future for its company.

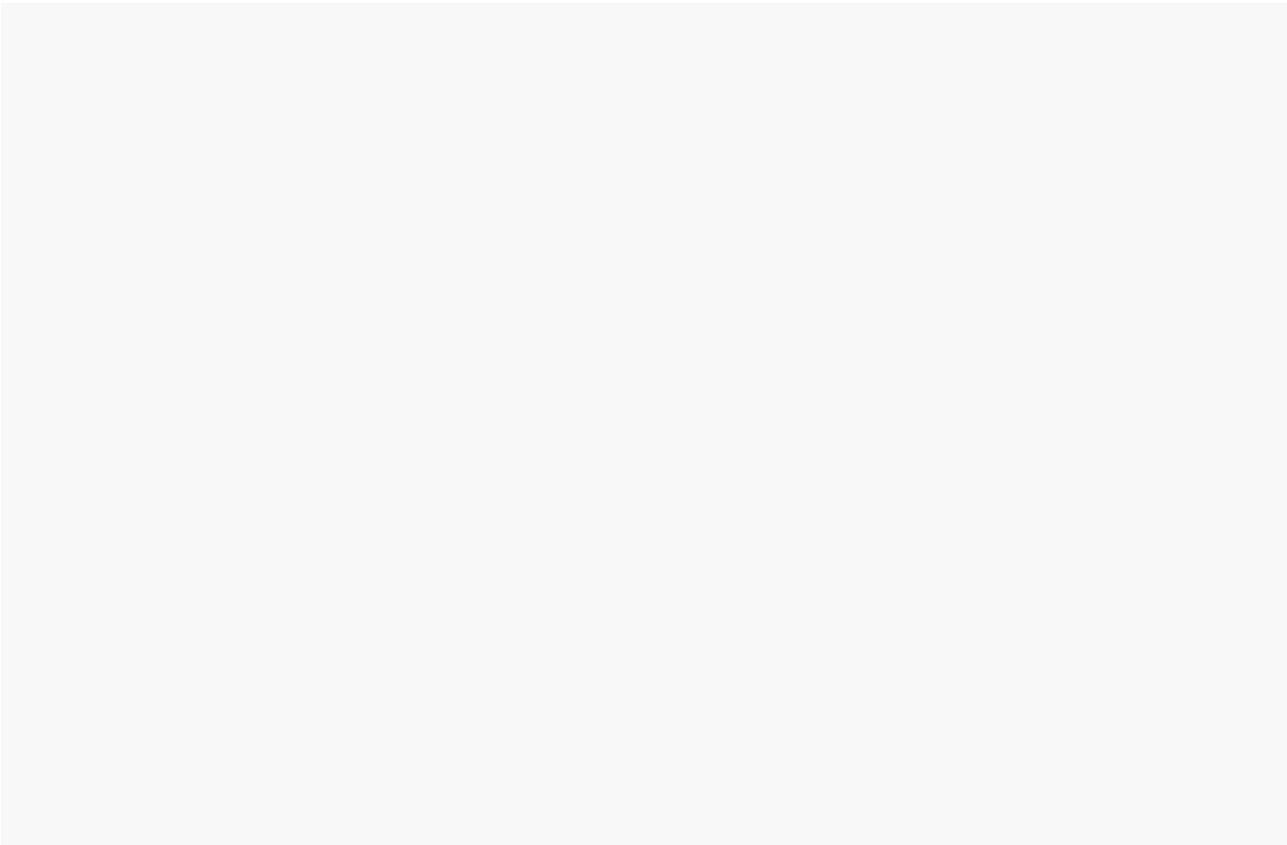
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Bentley is beginning its early stages of this year's trainee recruitment program, in which it employs the best talent of the next generation. Positions in departments such as sales, marketing, human resources, finance, engineering and manufacturing will now be available to skilled individuals at the apprentice, graduate and undergraduate levels.

Fostering the future

Beginning Feb. 10, Bentley will be looking to the future of its company in the youth of the business world.

Apprentice Day at Bentley's headquarters in Crewe, England will start off the application process. Prospective employees can visit to find out more about the program and what it takes to be a Bentley associate.



Ambition starts young, and the most successful never lose that sense of possibility and opportunity. Layla, Priyanka and Anais represent the unbridled curiosity simmering beneath the surface in all of us. Hope, wonder, and aspiration these are some of the things #Bentley holds dear. One of the stories featured in the #SpiritofBentley book, published by @Assouline. Link in bio.

A post shared by Bentley Motors Official (@bentleymotors) on Jan 19, 2018 at 1:31pm PST

There will be 86 vacancies in total open for young individuals to join the team, amongst an already established group of 250 apprentices.

Forty positions will be devoted to apprentices, 14 are a part of the graduate program and 32 for the undergraduate.

The graduate program is a two-year training process in which selected students participate in ongoing projects in specific departments or complete a variety of functions.

Bentley's undergraduate program lasts for one year, where students work at the automaker as part of their studies.

Those who are apprentices train for about three to four years with Bentley, depending on their field of work.

Almost half of all apprentices are a part of the manufacturing realm, which starts off with a year of theoretical training before moving on to a hands-on experience. Bentley looks for significant talent in manufacturing, as it focuses on its craftsmanship to keep its luxury standard.

The automaker also recently awarded its Apprentice of the Year award for 2017 to Meg Aucott, who has now been promoted to engineer.

Bentley will also be working with University Technical College in Crewe to help give 14 to 18 year olds a pathway to a career in auto manufacturing.

#### *An extraordinary career at Bentley*

"Bentley continues to demonstrate its commitment to future talent," said Dr. Astrid Fontaine, member of the board for people and IT at Bentley Motors, in a statement. "Our programs have been running for more than 40 years and they each offer a solid foundation for people to build the relevant skills and knowledge that will enable them to grow through their careers."

Although apprenticeships may not have a direct analogue in the retail world, finding a way to cull from a group of driven young people could result in better talent retention in the long run. Young applicants will likely be passionate about the industry, open to ongoing learning and coaching and determined to move up the ranks ([see story](#)).

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