

AUTOMOTIVE

Bentley Motors to hire 76 staff at UK headquarters to support digital transformation process

January 27, 2020



Bentley trainees interacting with managers. Image courtesy of Bentley Motors

By STAFF REPORTS

Britain's Bentley Motors is looking to future-proof its workforce for the 21st century with the planned intake of trainees who are fluent in key automotive roles but with primary skills rooted in digital and technology expertise.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The Volkswagen-owned automaker is welcoming applications for 76 apprentices, undergraduates and graduates who will work at its Crewe, England headquarters.

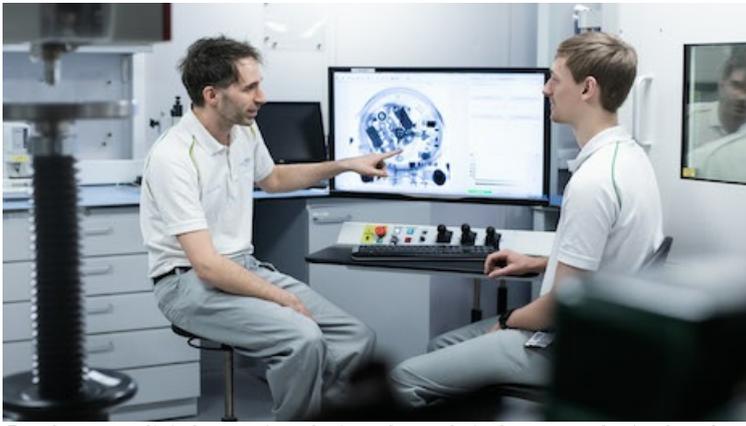
"Engaging and developing the very best trainees in the country is key to ensuring Bentley remains the definitive British luxury car company, as well as one that stays true to extraordinary craftsmanship, innovation and sustainable solutions," said Astrid Fontaine, member of the board for people, digitalization and IT at Bentley, in a statement.

Hire growth

Listed at the [Bentley Careers Web site](#), the openings span departments such as digital, information technology, manufacturing, human resources, sales and marketing, and engineering.

Bentley promises a structured career path for hires confirmed in their jobs.

"Their training will provide the technical, academic and hands-on experience required to support the digital transformation of the company," Bentley said in a statement.



Bentley sees digital expertise playing a key role in the automaker's plans for the next few decades. Image courtesy of Bentley Motors

The company is hosting Feb. 1 an Apprentice Open Day at Crewe for prospects to speak with managers and current apprentices.

Bentley, like its peer Rolls-Royce Motor Cars, invests heavily in recruiting and training apprentices and new hires for work that requires craftsmanship but also increasing tech savvy as digitalization continues apace.

Career guidance firm AllAboutSchoolLeavers last year named Bentley as the No. 1 employer in the automotive business for school leavers in the United Kingdom. This is the second consecutive year that Bentley won the gong.



The Bentley Flying Spur, now the new flagship of the British automaker. Image courtesy of Bentley Motors

BENTLEY AND Rolls-Royce Motor Cars had a banner 2019 with record sales driven by new models and strong demand in North America and Europe.

Bentley posted a 5 percent growth to deliver 11,006 cars, while Rolls-Royce registered a 25 percent increase to 5,152 vehicles sold.

This was Bentley's seventh consecutive year with sales crossing 10,000 cars and Rolls-Royce's highest annual revenue recorded in its 116-year history.

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.