

AUTOMOTIVE

Bentley to soon unveil first car under Beyond100 business strategy

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The Bentley Bentayga SUV. Image credit: Bentley Motors

By LUXURY DAILY NEWS SERVICE

Bentley Motors on June 30 will launch the new Bentayga SUV as the first car under its Beyond100 business strategy with sustainable luxury mobility as the key underpinning.

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The new edition will build on the first-generation model that sold more than 20,000 units since its debut in 2016.

Not many details are known about the second-generation SUV, except that it will be a step toward electrification.

Bentley is pressing ahead with its plans to incorporate more technology in its vehicles that make them as much eco-friendly as they are to drivers and passengers.

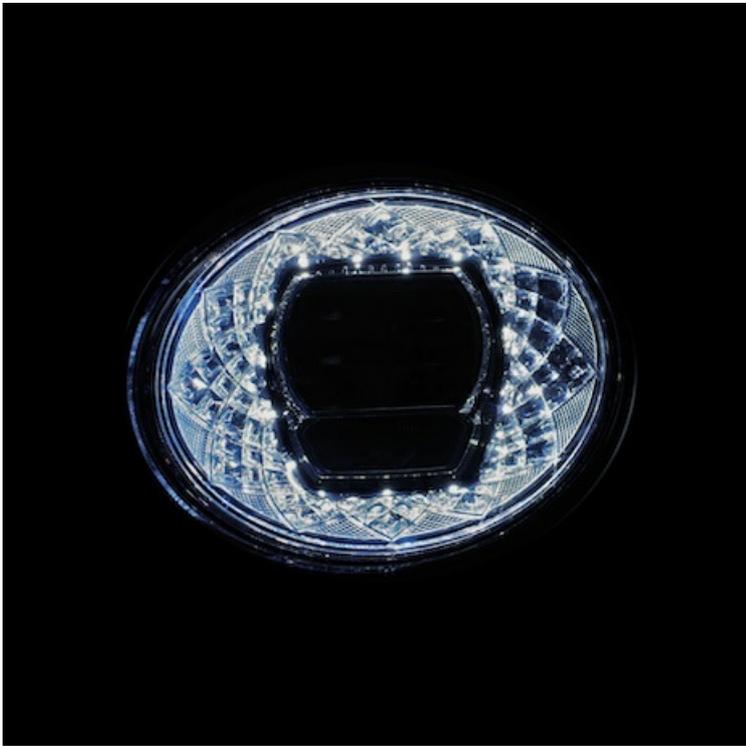
The Bentayga will continue to be offered in a variety of seating configurations and powertrains with the option of a plug-in hybrid.

Bentley's news comes soon after the automaker announced resumption May 11 of its operations, which was followed up with another piece of news: the Volkswagen-owned automaker would cut up to 1,000 jobs, or nearly one-fourth of its workforce.

"This is a necessary step that we have to take to safeguard the jobs of the vast majority who will remain, and deliver a sustainable business model for the future," said chairman and chief executive Adrian Hallmark in a statement from the company's Crewe, England headquarters, at the time.

"COVID-19 has not been the cause of this measure but a hastener," he said.

The cuts would come in the form of voluntary redundancy terms, but could lead to compulsory layoffs.



Bentayga Beyond100. Image courtesy of Bentley Motors

Locked down, not knocked down

Bentley, which currently has 4,200 employees on its books, had just come off one of its best years in recent times with record sales until the COVID-19 coronavirus struck and led to a collapse in sales over the global lockdowns.

Per industry data, U.K. new car sales fell by 89 percent in May over the same period a year ago, and 97 percent the month before as auto dealerships closed over the government-mandated lockdown.

Bentley is now working on its "Beyond100" restructuring strategy that will focus on the development of its electrified models.

The brand which recently celebrated its centennial year aims to have a hybrid option for each of its car models by 2023, and a completely electric version by 2026.

While sales have been on the upswing over recent years, Bentley's finances were always shaky. This so-called "voluntary release" program to cut payroll costs is a bitter pill to swallow for a brand that, like its peer Rolls-Royce Motor Cars, prides itself on handcraftsmanship.



Bentley Flying Spur. Image credit: Bentley Motors

COVID-19's long tail could mean fewer sales this year and beyond as Bentley customers and prospects pull back.

"With this considerable forecast reduction to future revenues, Bentley has hastened plans carrying out a comprehensive review of its cost and investment structure and as the last resort, as with any organization, the people costs and structure," Bentley said.

New Bentley Bentayga is coming ...

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