

AUTOMOTIVE

Bentley reveals full push to sustainable mobility

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Bentley Motors plans to be fully electric in its next 100 years. Image credit: Bentley Motors

By LUXURY DAILY NEWS SERVICE

British automaker Bentley Motors is sharing its vision to become a leader in sustainable luxury mobility.

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Bentley's Beyond100 strategy outlines how the marque will continue to invest in environmentally-friendly efforts. Plans from the automaker, which recently celebrated its centennial, include a push towards "climate positive" operations and move towards full electrification.

"Since 1919, Bentley has defined luxury grand touring," said Adrian Hallmark, chairman and CEO of **Bentley Motors**, in a statement. "Being at the forefront of progress is part of our DNA the original Bentley boys were pioneers and leaders.

"Now, as we look Beyond100, we will continue to lead by reinventing the company and becoming the world's benchmark luxury car business," he said. "Driving this change includes, and also goes beyond our products, delivering a paradigm shift throughout our business, with credibility, authenticity and integrity."

Beyond100

Bentley expects to completely move away from internal combustion engines within the next decade.

First, Bentley plans to launch two new plug-in hybrid vehicles next year and introduce hybrid variants of every model by 2023. Its EV goals only become more aggressive from there.

The marque will introduce its first fully electric model in 2025, described as a "cradle to grave fully carbon neutral car." By 2026, Bentley's model range will be offered exclusively as plug-in hybrid or battery electric vehicles.

Bentley vehicles will be fully electric by 2030.

The automaker is also aiming to become end-to-end carbon neutral by 2030.

Bentley is working to reduce factory environmental impact by 75 percent in the next five years, against a 2010 baseline. It will focus on energy consumption, carbon dioxide emissions, waste water, use of solvents in the paint process and becoming plastic neutral.



Bentley increased its solar power output by 50 percent with its carport. Image credit: Bentley

After 2030, the marque's Crewe headquarters is expected to become climate positive, also referred to as carbon negative, with activities that create an environmental benefit by removing additional carbon dioxide from the atmosphere.

Bentley has focused on its environmental pedigree for decades, particularly at its headquarters. A year after achieving carbon neutrality at its Crewe factory ([see story](#)), the automaker has been reaccredited with the latest ISO 14001:2015 environmental management standard and ISO 50001:2018 energy management standards ([see story](#)).

As Bentley continues to emphasize its sustainability pedigree, it will also focus on its workforce.

The automaker has set a goal to attract more diverse talent, with a benchmark of a management population at least 30 percent diverse up from less than 20 percent today.

"Within a decade, Bentley will transform from a 100 year old luxury car company to a new, sustainable, wholly ethical role model for luxury," Mr. Hallmark said.

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