

AUTOMOTIVE

Bentley releases powerful film honoring Remembrance Day

November 11, 2020



Dec. 29, 2020 will mark 80 years since the aerial bombing of Bentley's Crewe factory. Image credit: Bentley Motors

By LUXURY DAILY NEWS SERVICE

British car manufacturer Bentley Motors is marking Remembrance Day with a short film honoring the lives lost in the aerial bombing of the company's Crewe factory during World War II.

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The attack was documented as the greatest single loss of life in Crewe during World War II. Ahead of the 80th anniversary, Bentley shared a short film on Remembrance Day, which is similar to Veterans Day in the United States, and is observed annually on Nov. 11 in Commonwealth member states to mark the end of the First World War.

Bentley Motors tweeted: "Today we remember them, and all those who have lost their lives during past conflicts."

The bombing of Crewe

On Dec. 29, 1940 a warning was issued to the town of Crewe that a single bomber was headed for the area. The warning message, however, was not received and two bombs were released over the factory taking the lives of 17 employees and injuring hundreds.

Despite the tragic loss of lives and physical damage to the factory, the production of Spitfire Merlin engines was not affected. The company was able to produce and ship out nearly 700 engines, significantly contributing to Britain's war effort.

A memorial honoring those lives lost stands prominently in Bentley's main assembly hall.

29th December 2020 will mark 80 years since the aerial bombing of our Crewe factory in 1940 during World War 2, when 17 of our colleagues lost their lives. Today we remember them, and all those who have lost their lives during past conflicts. [#RemembranceDay2020](#)
pic.twitter.com/pcvn4BTrk6

Bentley Motors (@BentleyMotors) [November 11, 2020](#)

Last week, Bentley shared its vision for becoming a leader in sustainable luxury mobility by rolling out its Beyond100 strategy which outlines how the marque will continue to invest in environmentally-friendly efforts and a push towards "climate positive" operations ([see story](#)).

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