

AUTOMOTIVE

Bentley appoints Volkswagen veteran in top sales and marketing role

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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 has named Alain Favey as its new board member for sales and marketing, tapping into his electric vehicle experience.

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Mr. Favey joined the Volkswagen Group in 2009 and has held roles at Porsche Holding Salzburg and koda. He will join Bentley in June, replacing Chris Chraft who is retiring in April after three years at the marque and nearly three decades within the Volkswagen Group.

Electrification on the mind

The outgoing Mr. Chraft was closely involved in developing Bentley's Beyond100 electrification strategy. Under his tenure, the automaker also achieved record sales.

Mr. Favey most recently was board member for sales and marketing at Czech automaker koda. Among his achievements was leading the launch of the Enyaq iV, the automaker's first fully electric vehicle.



Alain Favey joins Bentley as the automaker focuses on EV. Image credit: Bentley

This EV experience should prove valuable, as Bentley expects to completely move away from internal combustion engines within the next decade.

Bentley's Beyond100 strategy outlines how the marque will continue to invest in environmentally-friendly efforts. The marque will introduce its first fully electric model in 2025, with the goal to be fully electric by 2030 ([see story](#)).

"I am delighted to welcome Alain to the team," said Adrian Hallmark, chairman and CEO at Bentley, in a statement. "His experience and knowledge from the electrification of the koda brand will be extremely useful to us as we continue our journey to Beyond100."

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