

AUTOMOTIVE

## Bentley unveils new vehicle to drive diversity, inclusion plan

May 27, 2021



*The new Unifying Spur. Image courtesy of Bentley Motors*

By LUXURY DAILY NEWS SERVICE

British automaker Bentley Motors has announced new details within its diversity and inclusion strategy, as well as revealing a uniquely-designed Flying Spur to celebrate its focus on inclusivity.

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

Recognizing the fundamental importance of diverse experiences and perspectives to drive creativity and innovation, Bentley is aiming to become the most diverse luxury car manufacturer. With that in mind, it has set a target of increasing diversity in management to 30 percent by 2025.

"We know that diversity drives success, by bringing a greater range of experience, creativity as well as inclusion allows cooperation to play in business strategy, innovation and decision-making," said Dr. Astrid Fontaine, member of the board for people, digitalization and IT at Bentley Motors, in a statement. "We also want our business to reflect our global customer base and most importantly of all, to ensure that we all work in an environment where everyone feels safe to bring their true self to work and be valued for who they are and what they can do."

Diversity and inclusion

Bentley's five step strategy focuses on outreach, recruitment, succession planning, culture and development.

Early careers talent acquisition will be over-indexed towards organizations with diverse intakes, while the recruitment of established hires will explore new talent pools. To ensure that all talent within the business is supported, succession planning will be reviewed to ensure early identification of diverse talent within the business.



*The exterior of the vehicle features "Love is Love" in a single, unbroken line. Image courtesy of Bentley Motors*

Development programs will aim to ensure that colleagues from all backgrounds are able to grow and achieve their full potential. This will be underpinned by measurable KPIs and targets, and Board-led engagement to drive a positive culture and remove unconscious bias.

The recently-launched colleague network groups will also help drive engagement within the business through a series of strategic events and activities.

To mark the launch of the new strategy, the Bentley Design team set out to create an automotive artwork that celebrates diversity.

Designer Rich Morris created a piece of four-wheeled art using the nine colors of the Progress Pride flag. His design joins the words "Love is Love" through a single, unbroken line that traces faces, dancing figures and shapes, representing the unifying power of humanity, regardless of race, creed or sexuality.

The "Unifying Spur" will be revealed to employees at Bentley's Crewe factory before embarking upon a program of external activities in coming months.

Bentley has primarily focused on environmental sustainability, revealing in March that it is on course to reduce its production-related environmental impact by 75 percent from its 2010 baseline by 2025. The marque is focusing on reducing carbon emissions and water usage with alternative energy sources and circular approaches ([see story](#)).

---

© 2021 Napean LLC. All rights reserved.

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