

AUTOMOTIVE

## Bentley, The Macallan unite on sustainability-centered partnership

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*The partnership between Bentley and The Macallan will aim to help craft a more sustainable world. Image courtesy of Bentley*

By KATIE TAMOLA

British automaker Bentley Motors and Scottish whisky maker The Macallan are celebrating their new partnership with an exciting short film touching on shared mastery and creativity.

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The two brands are collaborating to create immersive experiences and initiatives that reflect both classic luxury and innovation. The partnership was announced on July 6 alongside the launch of a new hybrid Bentley, the automaker's latest iteration of sustainability strides.

"Transforming Bentley into the world's most sustainable luxury car company is an exciting journey, and I'm delighted to be working with The Macallan with one common goal to both lead our fields as we work towards a more sustainable future," said Adrian Hallmark, chairman and CEO at **Bentley Motors**, in a statement. "We will learn from each other in the coming months and years to advance our programs together, and on the way work on some truly extraordinary experiences, projects and products.

"Our brands are two that share the same ethos the passion for exceptional quality, a respect for artisanal craftsmanship and now a drive towards genuine, world-leading sustainability," he said.

Harmony in two

With this partnership, the automaker and whisky maker will share expertise and insight from their respective industries while pursuing the excellence affluent consumers expect from luxury brands.

The partnership will focus on a set of core areas including the brands' shared journey to carbon neutrality, research into the sourcing of sustainable materials and working together to identify and share sustainable, local suppliers.

Together, the brands will develop and deliver a wide range of projects over the next few years, including curated customer experiences and collaborative events.

A 90-second vignette highlighting the collaboration features two voiceovers explaining the ethos overlap of Bentley and The Macallan. Spliced with closeups of the production process of both products and an intense violin-laced soundtrack, the short film builds excitement.

*Viewers learn that Bentley and The Macallan reside in the same lane when it comes to prioritizing sustainability*

"There is harmony in two," a voiceover says at the start of the vignette.

The entire vignette cinematically elaborates on the goals of the partnership.

"We are coming together to learn from each other," another narrator says.

As the shot cuts to close images of a bottle of The Macallan and the hood of a Bentley vehicle, the two narrators speak in unison.

"We travel gently on the roads to innovation and sustainability, aiming not only to create but to preserve all that we touch."



*The brands are planning to release a wide range of projects over the next few years. Image courtesy of Bentley*

The video, while explaining that the two brands are coming together on a common basis of creativity and passion, celebrates its roles as entities that celebrate and preserve nature.

"A key focus of the partnership will be our commitment to a more sustainable future," said Igor Boyadjian, managing director for **The Macallan**, in a statement. "The breathtaking natural landscape at The Macallan Estate provides the perfect platform for us to embark together on this exciting and extraordinary journey.

#### Sustainable partnerships

With the announcement of the partnership also came news of Bentley's second plug-in model, the Flying Spur Hybrid.

In January of this year, Bentley found itself in pole position in the electric vehicle race with the launch of the updated Bentayga Hybrid, its electrified luxury SUV. Its introduction was part of the Beyond 100 strategy, Bentley's plan to offer only plug-in hybrid or battery electric vehicles by 2026 ([see story](#)).

Bentley and The Macallan are not the first automaker and whisky maker in the luxury sphere to form a partnership.

Last year, British automaker Aston Martin and Bowmore Islay Single Malt Scotch Whisky unveiled a unique collaboration. Blackmore Bowmore DB5 1964 celebrated both brands' histories through the release of a rare single malt whiskey in a bottle made with an Aston Martin piston ([see story](#)).

Bentley and The Macallan are looking forward to working in partnership towards a more sustainable and innovative future.

"I'm delighted to be working with The Macallan with one common goal to both lead our fields as we work towards a more sustainable future," Bentley's Mr. Hallmark said. "We will learn from each other in the coming months and years to advance our programs together, and on the way work on some truly extraordinary projects and products."