

AUTOMOTIVE

## Bentley furthers Beyond100 strategy with internal initiative

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*Bentley continues on the road to sustainable auto. Image credit: Bentley Motors*

By LUXURY DAILY NEWS SERVICE

British automaker Bentley Motors is accelerating sustainable luxury by taking part in Volkswagen Group's #GoToZero campaign and focusing on its goal towards becoming carbon neutral by 2030.

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The week-long program was designed to drive long-term change by helping employees better understand their own carbon footprint and adopt practical personal and professional solutions. Activities included a knowledge sharing "Extraordinary Talk" from the decarbonization team and interviews with sustainability leaders within the business.

"#GoToZero is our vision of a zero-impact factory and generates momentum for our efforts to decarbonize our business, reduce waste, recycle and improve resource efficiency, and refocus everyone's attention on our vision to become leaders in sustainable luxury and our journey to becoming carbon neutral by 2030," said Peter Bosch, member of the board of manufacturing at Bentley, in a statement.

"Our colleagues are key catalysts for change and harnessing their insights and providing opportunities for them to network and learn from one another is helping to drive further progress from the inside out."

#GoToZero

Since engaging in the program activities, Bentley has initiated a plastics audit and a progress review regarding the Go Paperless and Power Down initiatives launched in April.

A "GEMBA" lean manufacturing walk through the CEVA logistics area highlighted the potential to reduce plastic packaging on fuel and brake line parts. The team also identified opportunities to eliminate over 3,280 feet of shrink wrapping per day and reduce outbound seat protection packaging from 13 items to six.



*Earlier this year, 60,277 square feet was dedicated to providing an enhanced natural habitat for bees. Image credit: Bentley Motors*

Employee travel has also been a key focus point, with the upcoming launch of new facilities including a bike repair

station to encourage employees to bike to work, instead of drive.

Bentley's logistics team has used the #GoToZero initiative to create a diverse program of activities designed to take their business area on a journey to zero, including daily quizzes and idea generation competitions, plastic and paper reduction challenges, litter picking and collections for a local food bank.

Bentley was also recently recognized for its sustainability commitments as the first automotive member of the Leather Working Group (LWG).

The Leather Working Group is composed of leather manufacturers, traders, suppliers, technical experts as well as brands and retailers, and actively aims to improve environmental performance in the leather industry, working to ensure best practice benchmarks and standards.

By 2022, Bentley is aiming to have all its leather sourced from suppliers and tanneries that have successfully completed the Leather Working Group audit process ([see story](#)).

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