

AUTOMOTIVE

Bentley welcomes largest intake of trainees, sets sights on future

September 13, 2021



Thirty-nine apprentices and 39 undergraduates have started their Bentley careers in the past two weeks, with 14 graduates set to begin next month. Image credit: Bentley Motors

By LUXURY DAILY NEWS SERVICE

British automaker Bentley Motors has welcomed its largest class of apprentices, undergraduates and graduates in brand history.

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

Thirty-nine apprentices and 39 undergraduates have started their Bentley careers in the past two weeks, with 14 graduates set to begin next month. The new class of trainees is working across a wide range of departments including engineering, production, marketing and communications, project management, human resources and digital and IT.

"Bentley, and the entire automotive industry, is changing faster than ever and so recruiting the next generation and leaders of tomorrow, with a digital mind-set, is a key part of our strategy to becoming the leader in sustainable luxury mobility," said Nicola Johnson, head of people, engagement and transformation at Bentley Motors, in a statement.

"We have focused on the finest talent that can help shape our future and I am delighted to welcome them as we work together to deliver our vision for a new Bentley."

A future for Bentley

Overall, there are 112 new recruits joining Bentley's Crewe-based workforce of 4,000.

In support of Bentley's Beyond100 strategy, which focuses on a sustainable future, a third of the new trainees will work exclusively on digital innovation. The automaker set out its targets in announcing the Beyond100 strategy last year, aiming to ultimately become a global leader in sustainable luxury mobility.



The latest class of trainees is working across a wide range of departments including engineering, production, marketing and communications, project management, human resources and digital and IT. Image credit: Bentley Motors

In further investments for the future, the automaker is focusing on greater diversity, upskilling in areas and attractive a wide range of employees with disparate strengths, including digital innovators and creative thinkers.

In July, Bentley posted record sales and profits in the first half of 2021, increasing retail sales by 50 percent from 2019.

For the first six months of 2021, Bentley's profit levels of 178 million euros, or about \$211.2 million at current exchange, already surpassed the marque's best full-year results. The record results also showed strong client support for Bentley's accelerated electrification efforts ([see story](#)).

© 2021 Napean LLC. All rights reserved.

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