

AUTOMOTIVE

Bentley confirms UK production of its first EV

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Bentley will produce its first EV in the U.K. Image courtesy of Bentley Motors

By LUXURY DAILY NEWS SERVICE

British automaker Bentley Motors is accelerating its Beyond100 strategy by committing to a "five-in-five" plan for electric models.

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Starting in 2025, the marque will launch a new electric model each year as it transforms its entire portfolio. Bentley is committing to investing 2.5 billion pounds, or \$3.38 billion at current exchange, on sustainability over the next decade, as it designs, develops and produces its first battery-electric vehicle at Crewe.

"Beyond100 is the boldest plan in Bentley's illustrious history, and in the luxury segment," said Adrian Hallmark, chairman/CEO of [Bentley Motors](#), in a statement.

"It's an ambitious and credible roadmap to carbon neutrality of our total business system, including the shift to 100 percent BEV in just eight years," he said. "Our aim is to become the benchmark not just for luxury cars or sustainable credentials but the entire scope of our operations."

Raising the bar

The automaker launched its Beyond100 strategy in 2020, revealing its goal to be exclusively electric and carbon-neutral end-to-end by 2030 ([see story](#)).

This latest announcement reaffirms Bentley's commitment to the United Kingdom as its Crewe headquarters the professional home to 4,000 employees will be transformed to better meet the demands of the next generation of flexible and high-value manufacturing.

Bentley will be introducing five EV in five years

"Today is arguably the most important day in Bentley's modern history and is a testament to the hard work and skill of our colleagues in Crewe," said Peter Bosch, board member for manufacturing at Bentley Motors, in a statement.

"With our new Dream Factory' concept, we now go to zero also with water, waste and other environmental impacts until 2030," he said. "Unique craftsmanship, customer interaction and employee experience will be enhanced by

digital tech, higher flexibility and new ways of personalization."

The automaker has already achieved carbon-neutral production but plans to be end-to-end carbon neutral by 2030, setting sustainability standards for its suppliers. Bentley's global retailer network is also working to achieve carbon neutrality by 2025.

At Crewe, Bentley is increasing its number of solar panels by 2024 and experimenting with sustainable biofuel in fleet cars. Other sustainable efforts include reducing water consumption and landfill waste.

Most notably, Bentley will roll its first BEV off the production line in 2025 the marque's first "five-in-five" EV. Later this year, it will also release the plug-in hybrid version of the Flying Spur, complementing the Bentayga PHEV.



The new Flying Spur hybrid. Image credit: Bentley

The automaker anticipates that hybrid models will account for at least 20 percent of its 2022 sales.

None of these sustainability and electrification efforts are expected to diminish Bentley's workforce at Crewe in another boon to the British economy.

"We will develop the best of Crewe into the future benchmark of luxury car manufacturing," Mr. Bosch said.

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