

AUTOMOTIVE

## Bentley receives plastic reduction certification

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*Bentley ruminates that the internationally recognized status is a result of its thoughtful Beyond100 strategy. Image credit: Bentley Motors*

By LUXURY DAILY NEWS SERVICE

British automaker Bentley Motors has become the first company to receive the "Net Zero Plastic to Nature" certification.

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The accreditation, which is awarded by emissions reduction organization **South Pole**, comes after the thoughtful implementation of reduction and recycling tactics and practices throughout the production process. Bentley continues to look towards a more sustainable future based on additional environmental preservation efforts.

"Our drive towards a plastic-free future is an essential part of our Beyond100 strategy and this pioneering collaboration with South Pole has helped us evaluate the impact of the steps we've been taking to reduce and recycle plastic reduce around our site by examining every aspect of our logistics value chain," said Peter Bosch, member of the board for manufacturing at Bentley Motors, in a statement.

### Moving Bentley beyond

Bentley ruminates that the internationally recognized status is a result of its thoughtful Beyond100 strategy which aims to attain end-to-end carbon neutrality by 2030.

The automaker has worked to reduce the global plastic footprint of its packaging, with processes analyzed by South Pole. The analysis observed Bentley's operational macro-plastic parts packaging, disposal of plastic protection and more.



*Bentley's sustainability efforts have been vast. Image credit: Bentley Motors*

"From the bubble wrap and foam used to package inbound parts, to the car body covers and shrink wrap processes employed on vehicle protection and aftersales materials, no stone has been left unturned and we've been able to make quick and effective changes," Mr. Bosch said.

Bentley's sustainability efforts have been vast.

Last year, Bentley Motors accelerated sustainable luxury by taking part in Volkswagen Group's #GoToZero campaign and focusing on its goal of becoming carbon neutral by 2030.

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 ([see story](#)).

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