

AUTOMOTIVE

Bentley opens 200 new roles in electrification push

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Bentley is recruiting a team of 200 people to make its "Five-in-Five" goal a reality. Image credit: Bentley Motors

By LUXURY DAILY NEWS SERVICE

British automaker Bentley Motors is seeking hundreds of new professionals, in light of its goal to debut five new electric vehicle models by 2030.

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A standing sustainability goal sees the company announcing the addition of 200 new roles, nearly 50 percent of which will focus on electric progress. The new recruitment wave ladders up to the company's guiding "Beyond 100" strategy of ensuring Bentley is exclusively electric and end-to-end carbon neutral by 2030.

"Bentley is in the middle of the most significant transformative phase in the company's long and illustrious history," said Matthias Rabe, member of the board for research and development at **Bentley**, in a statement.

"Extraordinary products have always been at the heart of our business, however, tomorrow's engineers face the most exciting challenges in a generation as we become an exclusively electric car business," Mr. Rabe said. "We are looking for true innovators, who can create the new future of automotive, support our product ambitions and shape our Beyond100 vision as we aim for leadership within sustainable luxury mobility."

Green team

Actively recruiting, Bentley's new positions are mainly in engineering, centered around developing electric systems, UX/UI and software. Those who are hired will be based in Crewe, though flexible hybrid options are available.

The company has already created "collaboration zones" on-site to provide spaces for engaged work interactions. The layout involves the elimination of solo offices and the implementation of communal working environments.

"Five-in-Five" titles Bentley's initiative to launch five new electric models by 2030.

Its larger "Beyond100" **strategy** outlines just how Bentley plans to become climate neutral by the same year, pushing past its 100 years of history and into the future.

The strategy is inclusive of the "Dream Factory," a construction concept located in Crewe, United Kingdom, sharing a city with company headquarters.



The company's "Beyond100" strategy is pushing the automotive name closer to the future of full electrification. Image credit: Bentley Motors

The Crewe factory plays a central part in the "Five-in-Five," as the workshop will take lead on the design and production of all future electric models.

Altogether, the "Dream Factory," new recruits and engineering growth will require an investment of nearly \$3 billion from the company.

Bentley has worked aggressively to reduce the carbon footprint of the company over the years, this past summer becoming the first company ever to receive the "Net Zero Plastic to Nature" certification ([see story](#)).

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