

AUTOMOTIVE

Bentley Americas given net-zero status by The Carbon Trust

May 12, 2023



After 12 months of collaborative carbon measurement efforts, reducing emissions and offsetting those remaining, the carmaker's dedication to long-term sustainability is solidified. Image Credit: Bentley

By LUXURY DAILY NEWS SERVICE

British automaker Bentley is marking a major milestone in sustainability.

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The company announced that its 59 retail operations across North America have been certified as carbon neutral by international climate authority, The Carbon Trust. After 12 months of collaborative carbon measurement efforts, reducing emissions and offsetting those remaining, the carmaker's dedication to long-term sustainability is solidified.

"This achievement reflects dedication to a carbon-neutral future and marks an important step in our journey to offer truly sustainable luxury," said Christophe Georges, President and CEO of **Bentley** Americas, in a statement.

"We are proud of the Bentley retail network's attention to carbon neutrality and joining us on Bentley's journey towards electrification."

Sustainable commitment

Bentley has been working with The Carbon Trust since 2010, aiming to reduce water usage, waste and carbon emissions across operations with the help of the experts.

The American auto retailers previously used tree planting as a way for offsets, but have now changed their staff's vehicles to electric vehicles, switched over to green energy and eliminated the use of single-use plastic products at the behest of The Carbon Trust in this latest certification process.

With over 670,000 colleagues in the **@VWGroup**, we have an incredible opportunity to create a significant impact. Here at **#Bentley**, our colleagues have been busy with initiatives as part of **#Project1Hour**. pic.twitter.com/Hu4DriLshE

Bentley Motors (**@BentleyMotors**) **April 24, 2023**

Bentley was the first of all United Kingdom automakers to be awarded the triple Carbon Trust Standard in 2014, which involved solar panel investment, transitioning logistical vehicles into renewable fuel-run and the aforementioned waste reduction ambitions.

These actions are collectively accelerating Bentley closer to achieving its 2030 deadline of global operational carbon neutrality

In January, the automaker opened 200 new professional roles to solidify and strengthen its electrification push with the release of five new electric models by the end of the decade ([see story](#)).

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