

AUTOMOTIVE

Bentley announces sustainability council and annual report

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These moves come as part of an ongoing effort within the company, called "Beyond100," to be the industry leader in sustainable automobile manufacturing. Image credit: Bentley

By ZACH JAMES

British automaker Bentley is taking the next steps towards a more sustainable future.

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The iconic luxury carmaker has appointed a three-person sustainability council and released its first annual sustainability **report**. These moves come as part of an ongoing effort within the company, called "Beyond100," to be the industry leader in sustainable automobile manufacturing.

"At Bentley, we want to demonstrate our commitment to working transparently in our drive towards a more sustainable future," said Adrian Hallmark, chairman and CEO of **Bentley** Motors, in a statement.

"The report will be an annual publication, highlighting our progress as we move towards our Beyond100 targets," he said. "The newly established sustainability council will challenge our progress and aids our mission to become the global leader in sustainable luxury mobility."

Beyond expectations

While Bentley has had a longstanding objective of sustainability, appointing a council to oversee its efforts was never specifically alluded to in the past.

The three seats at the council's table will all be taken up by experts outside of the company, who all carry the goal of accelerating and progressing the automaker towards its goal of total carbon neutrality by 2030 and whatever may lay beyond.

Dr. Sally Uren, who gained experience as a chief executive at Forum for the Future, will be key in pushing the imminent electrification process forward while managing the promise of carbon neutrality by the end of the decade.



The three appointees to Bentley's sustainability council. From left to right: Dr. Andrew Dent, Dr. Sally Uren and Dr. Nicholas Garrett. Image credit: Bentley

Dr. Andrew Dent, the EVP of materials research at Material ConneXion, will oversee the use of and research of sustainable materials with the hope of making the luxury automaker's models sustainably circular at some point in the future.

Dr. Nicholas Garrett, co-founder and director of the RCS Global Group, will be in charge of the responsible sourcing of raw materials that will be made into electric car batteries and implementing conscious decision-making into everyday business operations.

"The biggest opportunity to really have a strong impact on the environmental side of things is for Bentley to radically reduce its carbon footprint by investing in greater usage of recycled materials and in circularity," said Dr. Garrett, in the video announcing the council.

"A key [criterion] that will ultimately make this a success is the consistency of decision-making around embedding sustainability in the day-to-day practices of the business."

Together, the group seeks to completely overhaul Bentley's business and manufacturing practices to better align with the brand's existing mission to be the leader in luxury. This all comes together with the release of the 2022 sustainability report, which goes into great detail about the company's efforts while holding it to its green promises.

We have established the [#Bentley](#) Sustainability Council, a team of global experts examining our mission to become the leader in sustainable luxury mobility. This comes alongside our first-ever Sustainability Report, as part of our [#Beyond100](#) strategy: <https://t.co/a9etv0BpiZ>.
pic.twitter.com/IMbfX0dRLU

Bentley Motors (@BentleyMotors) [May 23, 2023](#)

The new initiatives, while exciting, are not industry firsts. Porsche has had a sustainability council since 2021, and outside of the luxury sector, Volkswagen has had a council in place since 2016. The annual report is a first among luxury automakers, but Volkswagen and General Motors have published annual sustainability reports since 2007 and 2017, respectively.

While it may not be entirely ahead of the curve, Bentley is ahead of its fellow luxury automakers, which are severely lacking in this department by comparison.

Commitment continuity

These announcements are just the tip of the iceberg for Bentley's sustainability efforts, which began all the way back in 2013 when it added the first solar panels to power its headquarters in Crewe in Cheshire East, England.

Within the last month, the brand has made several moves to solidify its positioning on sustainability. The most recent of which was its American operations being granted carbon-neutral status by The Carbon Trust ([see story](#)).

It's possible all of this movement is completely circumstantial but with the release of Positive Luxury's 2023 Predictions Report, it could've placed another fire under them, alongside the UN's 2030 deadline for luxury brands.

The report makes it clear that luxury labels and brands will eventually make the shift from goals of carbon neutrality

to more effective net-zero certifications ([see story](#)). Whether or not Bentley's sustainability council will push towards that ideal remains to be seen but with their words in the announcement video, it should be seen as more and more likely as time passes.

With the automaker having hosted a panel on the topic of renewable materials, and a series of related panels yet to be held ([see story](#)), it should be seen as a definite possibility of the brand switching directions to go down an even more sustainable road.

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