

COMMERCE

Bentley Motors names new director of design

May 26, 2023



Robin Page succeeds Tobias Shlmann, who will be leaving the iconic luxury automaker after five months in the position. Image credit: Bentley

By LUXURY DAILY NEWS SERVICE

British automaker Bentley has announced an executive-level creative shift.

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The iconic luxury carmaker reveals that Robin Page, a figure promoted from amongst the company's ranks, will take over as the director of design, effective Sep. 1, 2023. He succeeds Tobias Shlmann, who will be leaving the post after just five months in the position.

"I am pleased to welcome Robin back to Bentley having worked with him during a truly formative period in the history of Bentley Motors, launching the sector-defining Continental GT," said Adrian Hallmark, chairman and CEO of **Bentley**, in a statement.

"He joins at a time when we are shaping an even greater story as we accelerate our journey to full electrification by 2030," he said. "His previous experiences from innovative automotive design, combined with a strong understanding of the Bentley brand means he is perfectly positioned to enable us to achieve our future ambitions as the leader in sustainable luxury mobility."

Great expectations

Mr. Page has over 30 years of experience in the field of automotive design, including over a decade at the English automotive operation.

Having spent a little over 6 years as the senior vice president of design at Swedish multinational manufacturer Volvo, Mr. Page returns to Bentley Motors. His professional accomplishments are widely recognized.

Today we announce the appointment of Robin Page as the new Director of Design, commencing 1 September 2023. Tasked with defining the design language for our electrified future, Page will lead a team of 50 design experts. Discover more: <https://t.co/byoi0k7yoT>
pic.twitter.com/L1CfCteFk6

Bentley Motors (@BentleyMotors) [May 26, 2023](#)

Mr. Page worked for Bentley Motors for nearly two decades; in that time he designed the interior for the automaker's iconic first-generation Continental GT, which became the state limousine for the Royal Monarchy.

"Having worked for 17 years at Bentley, I have always held a strong connection to the brand and kept a close eye on its evolution," said Mr. Page, in a statement.

"To return and have the opportunity to help set the design language for the first Bentley BEVs, redefining the rules while keeping continuity to the past and present, is a challenge I am privileged to lead."

Mr. Page's return grants him the opportunity to leave his mark on the brand's commitment to an electric future, which was recently cemented with the appointment of a sustainability council ([see story](#)).

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