

AUTOMOTIVE

Bentley to present sustainably-crafted interiors at Monterey Car Week 2023

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This latest innovation adds another milestone to the company's green journey after becoming the first vehicle manufacturer to join the Leather Working Group in 2021. Image credit: Bentley

By LUXURY DAILY NEWS SERVICE

British automaker Bentley is introducing more sustainable interior elements to its fleet.

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Continuing on the path to greener processes, the company is debuting an organic leather option, becoming the first vehicle manufacturer to tap a technique reliant on tanning agents derived from olive oil press byproduct. Installed into a new model, Bentley will reveal the Olive Tan Leather addition at Monterey Car Week, taking place in California on Aug. 18.

"Leather is an integral component of our car interiors and a prime element in creating Bentley's signature finish," said Marc Stang, technical leather expert at [Bentley Motors](#), in a statement.

"It is also hard-wearing especially important as 84 percent of all Bentley cars built are still on UK's roads," Mr. Stang said. "We use eight to 12 hides per car, all of which are sourced in the European Union.

"Bentley also avoids using hides linked to deforestation, reflecting the work within our supply chain to encourage greener processes."

Lessening leather's footprint

The automaker is repurposing resources, tapping industry-leading Olive Mill Wastewater (OMW) technology from Italian leather tannery Pasubio SpA to color its car seats with a proprietary process completely free of minerals, aldehydes and metals.

According to the marque, the process requires less water and is more renewable ingredients, giving the material at hand a soft finish.



The hides' local sourcing cuts down further on the material's overall footprint. Image credit: Bentley

Bentley plans to implement the OMW-based technique across its product range, representative of another milestone in the brand's ESG journey, after becoming the first automotive manufacturer to join the Leather Working Group in 2021.

The move enhances Bentley's "Beyond100" strategy, which recently involved the formation of the Bentley Environmental Foundation ([see story](#)).

"We remain committed to more sustainable leather sourcing, as well as working on other initiatives to improve our leather supply chain," said Mr. Stang, in a statement.

Other luxury names are getting involved in the materials revolution, from debuting leather-free vehicles ([see story](#)), to fashion companies turning to plants as a source of fabric ([see story](#)).

At the top, conglomerates are also investing in lab-grown innovations ([see story](#)), signaling the significance of alternatives as luxury players up investments in the category.