

AUTOMOTIVE

## Bentley spotlights dedication to diversity

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*The vehicle features 29 landmarks from around the globe hand-painted from memory by Mr. Wiltshire. Image credit: Bentley*

By ZACH JAMES

Through a new collaboration, British automaker Bentley is further committing to its mission of inclusivity.

In partnership with British architectural artist Stephen Wiltshire, the brand has unveiled the "Belonging Bentayga" model, said to be a strong statement for diversity. The custom release is part of the company's overarching Beyond100 sustainability strategy, which also includes a five-step plan to increase employee belonging within its Crewe headquarters.

"We're delighted that Stephen has agreed to collaborate with us to create the Belonging Bentayga," said Wayne Bruce, chief communications officer, and diversity and inclusion officer at Bentley, in a statement.

"This remarkable car celebrates Bentley craftsmanship and Stephen's unique artistic genius," Mr. Bruce said. "It's also a key element in our Beyond100 strategy, which includes our industry-leading, five-step diversity and inclusion plan."

### Driving change

The Beyond100 strategy was launched in 2020, with the inclusivity measure introduced the next year.

By working with Mr. Wiltshire, who is known as an "autistic savant," Bentley has created a unique version of their Bentayga Hybrid SUV, now colored in Alpine Green and handpainted to feature 29 global landmarks to showcase the brand's international presence. The skylines of New York, London, Paris, Rome, Milan, Venice, Tokyo, Hong Kong and beyond are showcased on the vehicle each side represents a different continent.

### *The Belonging Bentayga by Stephen Wiltshire*

Mr. Wiltshire is known for his ability to see a landscape once and recreate it from memory on canvas, or in this case, a car.

"Buildings have a way of telling a story, where you were born, your first job, where you got married, happy memories mean happy people," Mr. Wiltshire said, in a statement.

"I have been on many travels throughout my career and what stands out for me the most are the buildings, their architecture and the people," he said. "I believe Bentley and the Belonging Bentayga relate in the same way, bringing people together, creating a journey, creating memories my art has always been about existing and connecting."

"The Belonging Bentayga was a great challenge for me but I like to be challenged as it tests my ability, and it also proves that if you put your heart and soul into it, you can overcome anything."

To show the continued importance of diversity and inclusion at [#Bentley](#), we have launched the Belonging Bentayga.

This unique Alpine Green [#Bentayga](#) Hybrid has been hand painted by Stephen Wiltshire MBE, a British architectural artist and autistic savant.

The work of art [pic.twitter.com/6nzzrPnqRX0](https://pic.twitter.com/6nzzrPnqRX0)

Bentley Motors (@BentleyMotors) [September 27, 2023](#)

Bentley has created custom cars in the past as part of their Beyond100 endeavors. This has resulted in "The Unifying Spur," designed in-house to showcase the nine colors of the progress pride flag, and the rainbow-inspired Continental GT V8 Convertible both unveiled in 2020.

"We're very proud to be able to say that Bentley's workforce is made up of people from 52 different nationalities and our diverse team handcrafts and sells our luxury cars in 67 countries from retailers in all the key cities of the world," said Mr. Bruce, in a statement.

"The message that the unique and striking imagery of the Belonging Bentayga' sends is that no matter where you live, you belong," he said. "Our culture of supporting everyone to be able to achieve their highest potential mirrors Stephen's ethos of do the best you can and never stop."

#### One-of-a-kind creations

This custom Bentayga, while meant to represent Bentley's commitment to diversity, also brings about a brand-first, as no other vehicle has been hand-painted at the Crewe facility.

While the British brand has been apt to create custom rides in the past, the "Belonging Bentayga" has broken new ground with its completion process. Others, like French automaker Bugatti ([see story](#)), have taken advantage of the handcrafted artistic avenue in the past, especially in recent months.



*Mr. Wiltshire brings a handcrafted touch to the vehicle, something many collectors yearn for. Image credit: Bentley*

Among Bentley's competitors in the luxury space, fellow British automaker Rolls-Royce has been releasing custom vehicles at a frequent rate through its multiple commission "Private Offices" around the world, from its home country to Dubai ([see story](#)).

In late August 2023, the company collaborated with Swiss watchmaker Vacheron Constantin to unveil a one-of-a-kind automobile designed through the automotive manufacturer's Coachbuild customization service and a timepiece alongside ([see story](#)). At the time, it marked the latest unexpected collaboration among luxury labels, a phenomenon sweeping all facets of the upscale market.