

AUTOMOTIVE

With latest award, Bentley inches closer to zero waste-to-landfill status

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After receiving Swiss carbon finance consultancy South Pole's accreditation in 2022, the brand has once more earned the environmental title. Image credit: Bentley

By LUXURY DAILY NEWS SERVICE

British automaker Bentley is getting recognition for its green efforts.

The brand has earned the "Net Zero Plastic to Nature" accreditation from Swiss carbon finance consultancy South Pole. Bentley is fielding the endorsement for a second consecutive year following an intensive waste stewardship appraisal of its local operations and campus.

"South Pole has again supported Bentley with our global understanding of the company's plastics footprint," said Sebastian Benndorf, director of production planning at [Bentley Motors](#), in a statement.

"The new waste stewardship appraisal has given Bentley further insight into our global operations and the impact it has on the environment," Mr. Benndorf said. "We continue to make every effort to ensure we achieve the aims of Beyond100 and tackle plastic waste issues head-on."

"Wheeling" in waste

In alignment with the Paris Agreement and United Nations Sustainable Development Goals, South Pole helps advance corporate climate journeys, supporting a business landscape based on net-zero emissions.

The organization's award honors Bentley's ongoing strides to cut down on plastic waste and up traceability procedures. In 2022, the brand became the first automaker to receive the accolade.

This year, the third party's approval was granted after Bentley reported a 97 percent reduction in processed plastic waste, among other milestones.



With the accreditation, Bentley continues to solidify its spot as a leader in the sustainable luxury space. Image credit: Bentley

Bentley additionally invested in the work of plastic collection project Second Life Thailand, funding the recovery, recycling and reuse of litter bound for the sea or land -- collaboration acts as a key pillar to the company's newly established environmental foundation ([see story](#)).

Rounding out ESG efforts, Bentley shares a continued commitment to policies that aim to eliminate landfill waste, its leaders adhering to responsible plastic protocols and applying eco-friendly procedures to materials coming from the brand's Crewe production site.

"Bentley's aim is to be the world's most sustainable, luxury automotive brand," said Andreas Lehe, board member of manufacturing at Bentley Motors, in a statement.

"Our Beyond100 strategy is reinventing every aspect of the business and the Net Zero Plastic to Nature award is further proof of our efforts to address our environmental impact," Mr. Lehe said. "Nevertheless, we are aware plastic usage extends beyond the manufacturing process.

"These are all waste management concerns that we continue to address in our Beyond100 strategy."

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