

AUTOMOTIVE

Britain votes Bentley as most admired automotive manufacturer

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The brand has been issued the accolade three out of the last five years. Image credit: Bentley

By LUXURY DAILY NEWS SERVICE

British automaker **Bentley** is being recognized for its in-house and external efforts.

The company was awarded the title of Britain's Most Admired Automotive Manufacturer according to an annual study by international market research firm Echo Research. As the U.K.'s longest-running corporate reputation survey, dating back nearly 35 years, the award carries a lot of weight within the company's Crewe headquarters and the industry at large.

Acclaimed autos

Bentley is taking home the title for the second consecutive year.

Since 2019, the brand has received the accolade three times. In the criteria for this year's survey, the automaker ranked number one in eight out of 13 topics.

The points include "Quality of Products and Services," "Quality of Management," "Financial Soundness," "Capacity to Innovate," "Long-term Potential," "Inspirational Leadership," "Ability to Attract and Retain Talent" and "Competitiveness."



The company views these wins as an extension of its Beyond100 sustainability strategy. Image credit: Bentley

Voted on by board-level representatives, city commentators and analysts, Bentley came out on top of 250 leading British brands across 25 separate industries. It took the top spot overall in addition to its auto-industry recognition.

The brand's local accolades could very well be tied to its connections to the community and industries outside of the automotive space, as it works with London hotels ([see story](#)) and often expands outside of the confines of a car to reach more consumers ([see story](#)).

Its Beyond100 sustainability strategy could also appeal to the public, as it aims to completely electrify its fleet by 2030.

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