

CLASSIC DRIVER

Return of 'Bentley Motors'



Crewe, 16th September 2002... From today, the company that builds Bentleys will once more be known as Bentley Motors Limited, the name bestowed by founder, Walter Owen Bentley (WO) in 1919. The title has not been used since the business went into liquidation in 1931.

Other things are changing at Bentley's Crewe, England, factory not least as a result of a direct investment of £500 million in the site and its facilities by its parent company, Volkswagen AG but some things will remain the same. Bentley Motors will continue to make cars that bring the twin themes of unashamed luxury and outright sporting prowess into a blend unequalled by any other company. Its cars will continue to be styled, engineered and built at Crewe using craft skills handed down the generations.

WO Bentley was a visionary who never looked back. He believed absolutely in the power of technology and he exploited that available in his day to the limit.

It is the unequivocal aim of Bentley Motors to honour that vision by earning a global reputation as a centre of automotive excellence, where technology and tradition work in a harmony never attempted, let alone achieved anywhere else in the world.

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