



# Michael Straughan

Member of the Board - Manufacturing  
Bentley Motors

Northwest Automotive Alliance, 28<sup>th</sup> April 2015

# Volkswagen Group Family



The Group is made up of eleven brands from seven European countries:



Each brand has its own character, operates as an independent entity on the market and is fully responsible for its results and their publication.

## Key Figures of the Volkswagen Group in 2014

### Finance



Sales revenue: €202.5bn

Profit after tax: €11.1bn

### Production



10,213,000 vehicles

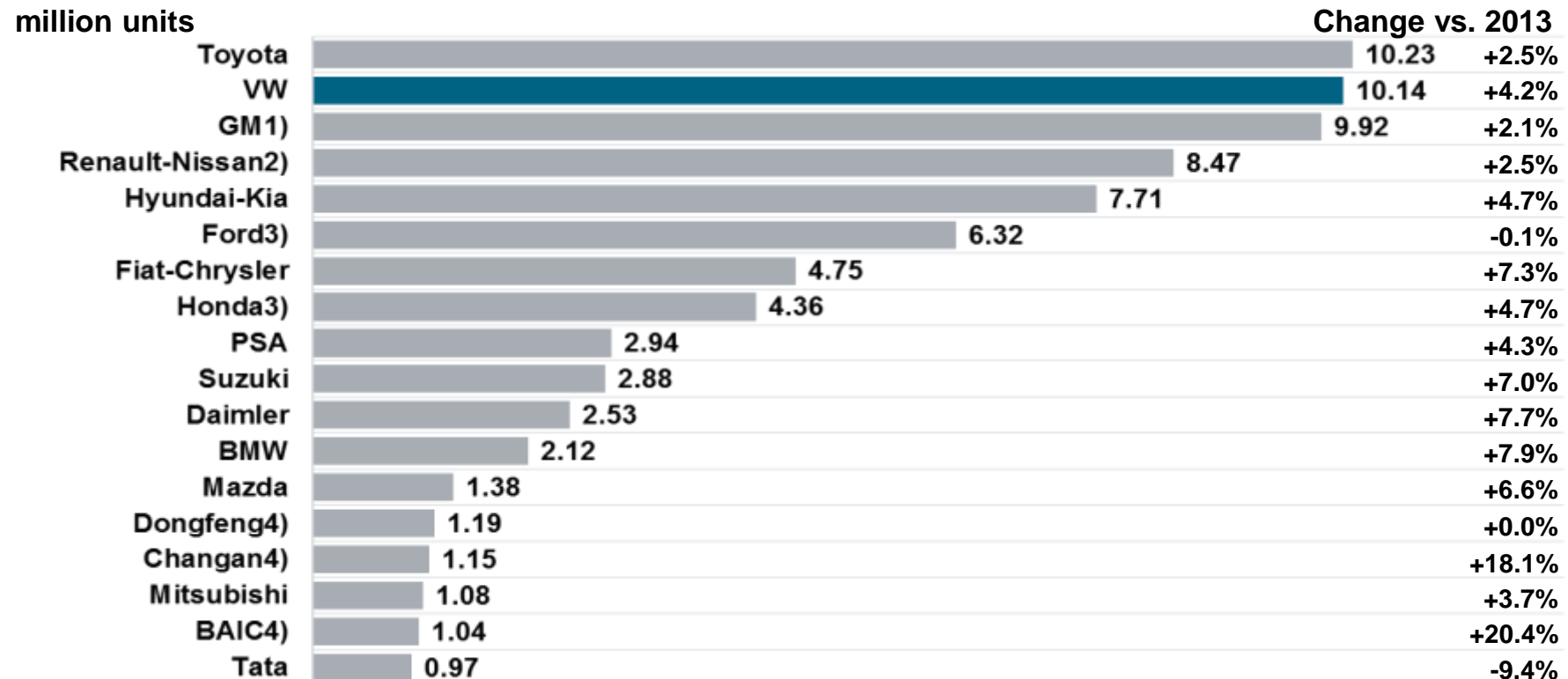
### Employees



592,600

118 Production plants

## World Automotive Industry Deliveries Ranking by Manufacturer 2014



1) incl. SAIC-GM-Wuling (1,788,000 units). 2) incl. Lada (448,000 units) 3) wholesales 4) excl. foreign JV partner brands

# The Board



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MEMBER OF THE BOARD  
HUMAN RESOURCES



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CHIEF EXECUTIVE



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MEMBER OF THE BOARD  
MANUFACTURING



KEVIN ROSE  
MEMBER OF THE BOARD  
SALES, MARKETING AND  
AFTERSALES

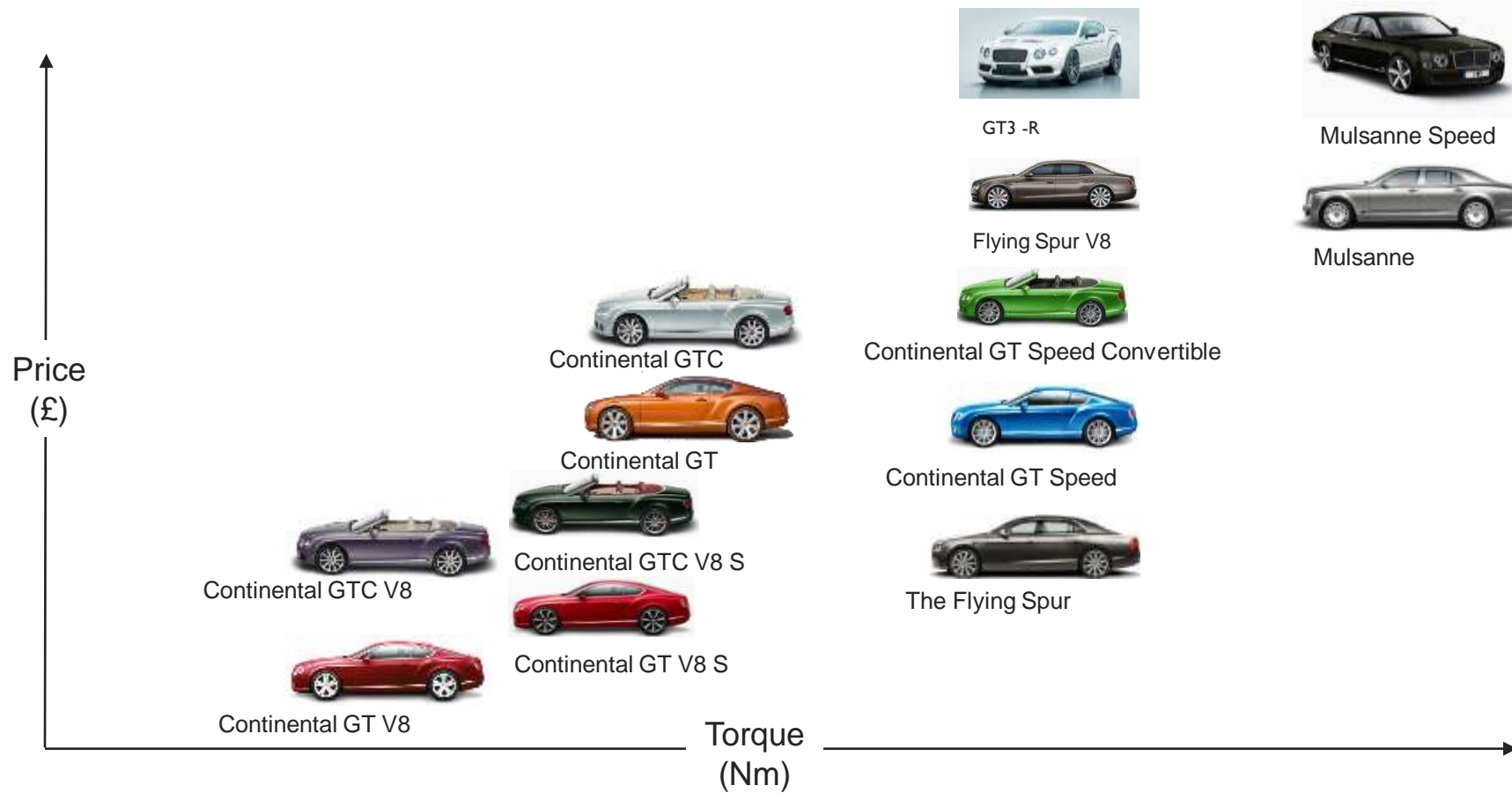


ROLF FRECH  
MEMBER OF THE BOARD  
ENGINEERING



DR JÖRG MULL  
MEMBER OF THE BOARD  
FINANCE, IT AND BUSINESS  
DEVELOPMENT

# Current Model Range



# Skills Development

# Bentley relies on highly skilled people



**Car Mechatronics**  
New technologies



**Paint Finish**  
Craftsmanship

**Wood Veneer**  
Craftsmanship  
Group Centre of Excellence



**Leather Trimming**  
Craftsmanship  
Group Centre of Excellence





# University Technical College (UTC) Crewe



- State funded, independently run, technical college for 14-18 / 19 year olds
- Building construction begins late 2015 - opens Sept 2016
- Employer led with local university – collaboration approach
- Central to Bentley's strategy to create long term talent pipeline
- Apply Dual Education approach in UK
- Support our supply chain to reach young talent
- Other OEMs have UTCs – Ford, Aston Martin, JLR ...
- Part of the local council's growth agenda for Crewe



# UTC Successes to Date



Won University Technical College for Crewe



Consultation Day



UTC Webpage



Social Media



Victoria Community Centre



HRH The Duke of York visit



# Training Island Concept – Trim and Assembly



# Site Strategy

# Bentley Factory – Pym's Lane, Crewe



- Around 3,800 colleagues in Crewe
- Integrated on one site
- First buildings 1938
- Continuous investment since 1998



View – West



Thank you