

AUTOMOTIVE

Bentley updates sustainable leather policy

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The company now works with an authority in responsible leather sourcing. Image credit: Bentley

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

Bentley is advancing its Beyond100 sustainability goals.

The British company is the first automotive member and partner of international circular material organization Leather Naturally. The action affirms the manufacturer's commitment to responsible leather sourcing, a cause the company has supported since 2021.

"Leather is a timeless, luxury material that has always epitomized the elegance, durability and quality of a hand-crafted Bentley interior," said Marc Stang, technical expert of leather and color development at [Bentley Motors](#), in a statement.

"It has a rich history that dates back decades in our cars and has always stood the test of time," Mr. Stang said. "The application of the latest sustainable leathers allows an even wider variety of choice for our customers and further supports our industry-leading Beyond100 strategy."

Future forward

Leather Naturally is a non-governmental organization (NGO) dedicated to promoting the use of certified sustainably sourced animal hides within consumer goods.

With the NGO's help, Bentley will further advance its responsible leather programming, which began with its partnership with global sustainably non-profit Leather Working Group. The automaker later expanded this initiative, introducing Olive Mill Waste Water-tanned leather as a material alternative when purchasing a vehicle - an industry first.



The company has been active in developing responsible leather options. Image credit: Bentley

"Leather Naturally is delighted to welcome Bentley as a member," said Debbie Burton, chair of Leather Naturally, in a statement.

"As a brand synonymous with both luxury and leather, this partnership underlines its commitment to furthering sustainability and ongoing improvement through its Beyond 100 vision."

Others in the industry have been making environmentally friendly material shifts in recent months, with British automaker Jaguar Land Rover rolling out tires certified by the Forest Stewardship Council ([see story](#)).

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