

Bentley Motors Inc. Appoints M&C Saatchi PR as Communication Agency of Record

Presence in regional key cities factored into decision

HERNDON, Va. ([PRWEB](#)) May 13, 2016 -- [Bentley Motors, Inc.](#), the luxury automaker's representative throughout The Americas, today announced the appointment of [M&C Saatchi PR](#) as communication agency of record.

The three-year appointment is effective immediately.

“Bentley is one of the most respected and well-known luxury brands around the world,” said Jeff Kuhlman, Chief Communication Officer, Bentley Motors, Inc. “The brand is steeped in great mythology and history, and as we move forward in The Americas region, we looked for a partner to help tell the brand story in new and innovative ways to our customers, potential customers, employees and media. M&C Saatchi PR has demonstrated that it is the right agency to do this, respecting the brand's great heritage and with an eye to our vision for the future.”

M&C Saatchi PR will work on issues supporting the brand throughout The Americas region, which includes the key markets in Brazil, Chile, Canada, Mexico, and the United States and future growth in countries throughout South America. The agency's expertise in corporate communication, media relations and brand building and its presence in key regional markets helped it to secure the appointment, according to Kuhlman.

“M&C Saatchi PR is known for being driven by passion, a value that Bentley was established on nearly 100 years ago,” said agency Senior Vice President Jen Dobrzelecki, who will serve as the account lead. “We are proud to partner with a brand that matches our commitment to being fearless, flawless and free in everything we do, and look forward to working with the Bentley team as its communication partner in The Americas.”

M&C Saatchi PR is a global agency launched in 2010 to meet the modern communications needs of consumer and business-to-business brands. Headquartered in London, with offices across The Americas, Europe and Asia Pacific, the agency's success has been built around combining digital, traditional, social, experiential and design specialists to create campaigns that deliver impact.

Bentley Motors is the most sought after luxury car brand in the world. The company's headquarters in Crewe is home to all of its operations including design, R&D, engineering and production of the company's four model lines, Continental, Flying Spur, Bentayga and Mulsanne. The combination of fine craftsmanship, using skills that have been handed down through generations, alongside engineering expertise and cutting-edge technology is unique to UK luxury car brands such as Bentley. It is also an example of high-value British manufacturing at its best. Bentley employs around 4,000 people at Crewe.

For additional images or brand information, please visit: <http://bentleymedia.com/>

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