BENTLEY EXPANDS PRESENCE IN GERMANY

Friday 12 June, 2015

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(Crewe/ Dresden, 12th June 2015) Bentley Motors announces today the opening of a new showroom in Dresden, Germany.

The showroom, measuring over 400 m², is located on the Meißner Strasse 34, in Radebeul, Dresden. The new dealership offers customers the full Bentley model range, pre-owned vehicles, as well as aftersales service and the company's branded luxury goods. It adds to Bentley's presence in Germany, taking the total number of showrooms in the country to nine.

The showroom opening marks the debut of the updated Continental GT in Germany, refreshed with a suite of contemporary design updates and new exquisite features.

Commenting on the opening, Kevin Rose, Member of the Board for Sales, Marketing and Aftersales at Bentley Motors, said: "Germany is a key market for Bentley, our largest in Continental Europe, and this opening not only reinforces our commitment to the region, but is the next step in our continued growth in the country."

The showroom reflects Bentley's new global corporate identity, taking inspiration from the company's rich history and combining it with contemporary luxury. It also features a private personalisation area where customers can choose from the brand's broad palette of exterior paints and leather options.

Managing Director of Thomas Exclusive Cars GmbH, Sibylle Thomas-Göbelbecker, who will lead Bentley Dresden, said: "It is our number one priority to ensure that our customers have a unique Bentley experience. In this new showroom they will enter an exclusive world of unparalleled design, personalised service, automotive passion and unmatched attention to detail."

Bentley Motors is convinced that it found the right partner with Thomas Exclusive Cars GmbH, a partner who combines in-depth knowledge of the market with a successful track record of automotive retailing.

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Notes to editors

- 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 three model lines, Continental, Flying Spur 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 3,800 people at Crewe.

Caren Jochner
Senior Communications Manager - Europe
caren.jochner@bentley.co.uk
+44(0)7985 425794

Bentley Motors Ltd
Pyms Lane
Crewe
CW1 3PL

www.bentleymedia.com
communications@bentley.co.uk
@BentleyComms

Company Contact:

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E. support[@]pressat.co.uk

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