

Flagship Bentley Showroom Opens In Dubai

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Bentley Motors today opens its largest showroom in the world, a 75,000 sq. ft. retail development on one of the most famous roads in the United Arab Emirates, Sheikh Zayed Road in Dubai.

Bentley Emirates is the result of a multi-million pound investment by Al Habtoor Motors, the luxury brand's exclusive retail partner in the United Arab Emirates.

The flagship retail space features an advanced luminary façade, six floors of customer environment including a personal commissioning area, a roof garden, VIP suite and specialised water feature with number plate recognition.

Speaking following the official opening, Stephen Reynolds, Regional Director, Middle East and Asia Pacific at Bentley Motors, comments:

"Bentley Emirates gives our customers in the UEA a bold, clear and contemporary interpretation of our vision and brand values. It is a visualisation of the most exclusive customer experience. With the help of our retail partner, Al Habtoor Motors, we have redefined the automotive retail environment, blending traditional craftsmanship and contemporary design to showcase the best of British luxury performance."

The striking new retailer design features one of the world's most advanced luminary façades. Comprising 160,000 LED lights, the façade is able to display a full spectrum of colours, including all standard Bentley car colours and capable of streaming video as well as an unlimited range of graphics and luminary spectacles, including the projection of all of Bentley wood veneers.

Consisting of six floors, the new customer environment offers a space with a bespoke, uniquely British feel and a focus on personal commissioning, executed with Bentley's signature craftsmanship and painstaking attention to detail.

The high quality materials carefully selected for use in Bentley models (notably leather, wood and polished metals) have been integrated into every feature in the showroom.

The Mulliner Room offers customers an exclusive, tactile and sensory experience in which to personalise their car. In addition to presenting a range of more than 100 paint colours, this central area of the facility exhibits some of the unique features commissioned by Bentley owners in the past.

A first for Bentley, the sixth floor offers a haven of tranquillity in the form of a decorative roof garden, while there is also a VIP Majlis suite, with a blend of luxurious materials alongside traditional Arabic patterns.

An experience beyond that of a typical retail environment, the Bentley Emirates showroom features the world's first Aqua Graphic Water Curtain, with number plate recognition technology. This projects any type of graphic, from a logo, a car to a person's name onto a water sculpture as well as being able to identify and welcome regular Bentley customers to the showroom.

With three floors of display area, Bentley Emirates showcases the full range of Bentley cars from the brand's four model lines, Continental, Flying Spur, Mulsanne and the new Bentayga.

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