



By appointment
to HM The Queen
motor car manufacturers
Bentley Motors Limited
Crewe Cheshire



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BENTLEY

Press Information

BENTLEY OPENS ALL-NEW SHOWROOM IN WINE CAPITAL OF THE WORLD

- **Bentley Bordeaux is brand's first showroom in South West France**
- **All-new showroom is Bentley's fourth French retail location**
- **Created with the same luxurious materials and hand-crafted with the same attention to detail as Bentley cars**

(Crewe / Bordeaux, 16 February 2017) Bentley Motors is today announcing the opening of an all-new showroom in Bordeaux, France.

The purpose-built retail location – located in the heart of Bordeaux's automobile district – has taken inspiration from Bentley's rich heritage and the very best of modern-day luxury retailing.

The new showroom in Bordeaux offers customers the complete Bentley model range, including the world's fastest, most powerful, most luxurious and most exclusive SUV – the Bentayga. Customers can also sample the rest of the Bentley range, including the Continental GT, the Flying Spur and Bentley's flagship model, the Mulsanne.

Robert Engstler, Regional Director, Bentley Europe, said: "The opening of the Bordeaux showroom brings the total number of Bentley showrooms in France to four: Paris, Lyon, Cannes and now Bordeaux. This is an excellent platform allowing all our valued Bentley customers in France to reach us with ease."

Raphaël Vene, Sales Manager Bentley Bordeaux, added: "At our showroom, customers will be able to experience the truly extraordinary Bentley spirit as they receive personalised service surrounded by unparalleled design, automotive passion and peerless attention to detail."

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The showroom is located along the Bordeaux ring road at the Lège Cap Ferret exit, just a few minutes from the airport.



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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 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.

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