



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



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BENTLEY

Press Information

BENTLEY OPENS NEW SHOWROOM IN NUREMBERG

- **Expansion of the Emil Frey Group with the ceremonial opening of Bentley Nuremberg**
- **Presentation of the brand new Bentley Continental GT Convertible: the quintessential grand tourer convertible**
- **Brand partner Faber-Castell presents an exclusive special collection**
- **New showroom reinforces Germany as Bentley's largest market in mainland Europe**

(Crewe/Nuremberg, 09 April 2019) Bentley Motors is celebrating the opening of its latest showroom in Nuremberg.

The new building provides a 400 m² exhibition area and strengthens the British luxury brand's presence in Bavaria. The showroom is located 20 km south of the metropolitan area of Nuremberg, on Bortenmacherstrasse in Roch.

At Bentley Nuremberg, customers have the opportunity to view the entire range of models. In the personalisation area, the brand's wide range of paint colours and leather options are presented in an exclusive environment.

The highlight of this extraordinary event was the presentation of the new generation of Bentley Continental GT Convertible, designed, engineered and manufactured at Bentley's headquarters in Crewe, UK.

This new generation follows the recently introduced Coupé and encompasses all of the expertise acquired by Bentley in the creation of the most stylish

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and elegant grand tourer the world has ever seen.

Customers can look forward to a powerful, agile driving experience with an open top and the most advanced 12-cylinder engine in the world. [Continental GT Convertible WLTP driving cycle: fuel consumption, mpg (l/100 km) – Combined 20.2 (14.0). Combined CO₂ - 317 g/km.]

Bentley Motors is celebrating its 100th company anniversary in 2019, with unique celebrations taking place all over the world. To honour the company anniversary, Bentley Nuremberg presented one of Bentley's most successful motorsport race cars, the Bentley 4 ½ litre. The 4 ½ litre famously won the Le Mans 24-hours race in 1928.

Another highlight of the opening was the presentation of the special collection of writing utensils, created in cooperation with luxury brand Graf von Faber-Castell. The collection consists of three product ranges — fountain pens, rollerball pens and ballpoint pens — that have been developed and brought to the market in close collaboration with the Bentley design team.

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Robert Engstler, Regional Director of Bentley Europe, had the following to say about the opening: "The Emil Frey Group has been an important partner to Bentley Motors in Germany since 2009 and is now represented by two strong bases in Bavaria. We appreciate the ongoing commitment to the Bentley brand, and are confident that our success in the region will continue with the opening of the new showroom."



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Helmut Zöllner, General Manager of Bentley Munich and Nuremberg, continues: "We are really proud of our new and second site so we can offer all our customers in Bavaria a unique Bentley experience."

Accounting for 34 per cent of sales in Mainland Europe, Germany is Bentley's largest market in the region.

- ENDS -

Notes to editors

Bentley Motors is the most sought-after luxury automotive brand in the world. The Bentley Motors headquarters in Crewe, England, is home to all of the important business units, including Design, Research and Development and Technical Testing, as well as the production of the four Bentley model ranges Continental, Flying Spur, Bentayga and Mulsanne. The interplay between the skilled workmanship that is handed down from generation to generation, technical expertise and state-of-the-art technology is what sets British luxury automotive manufacturers such as Bentley apart from the competition. It is also a perfect example of the outstanding quality of first-class British production technology. Bentley employs around 4,000 people in Crewe.

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