



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 MANNHEIM

- **Grand opening of Bentley Mannheim**
- **Germany is Bentley's largest market in Continental Europe**

(Crewe / Mannheim, 24 July 2017) Bentley Motors is today celebrating the grand opening of its latest showroom in Mannheim, Germany.

The all-new location in south-west Germany features a 410 m² showroom and a state-of-the-art workshop and aftersales centre. Following nine months of construction and substantial investment, the Bentley Mannheim showroom features the same luxurious wood, leather and polished metals that are used in Bentley cars, and showcases the craftsmanship and attention to detail that are reflected in all aspects of the luxury British brand.

Commenting on the opening, Robert Engstler, Regional Director, Bentley Europe, said: "Bentley Mannheim, represented by Bach Premium Cars, has been our partner since 2000. We value their continued commitment to the Bentley brand and we are confident that with the opening of the new showroom and aftersales centre, this will continue our success in the region."

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Albrecht Bach, Bentley Mannheim Manager Director, added: "It is our priority to ensure our customers have a uniquely Bentley experience. In our newly opened showroom they will enter an exclusive world of unparalleled design, personalised service, automotive passion and unmatched attention to detail."



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The showroom is located in the Graudenzer Linie Strasse 113, in Mannheim. Customers will have the opportunity to view the entire Bentley model range. The personalisation area showcases the brand's broad palette of exterior paints and leather options in an exclusive atmosphere.

Germany is Bentley's largest market in Continental Europe, representing 37 per cent of sales. The second biggest market is Switzerland (10 per cent), with Russia the third largest (7.5 per cent).

- END -

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: Bentayga, 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 4,000 people at Crewe.

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