



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



By appointment
to HRH The Prince of Wales
motor car manufacturers
Bentley Motors Limited
Crewe Cheshire



BENTLEY

Press Information

BENTLEY EXPANDS ITS RETAIL NETWORK WITH THE APPOINTMENT OF BENTLEY LUGANO

- **Bentley Lugano will enter the retailer network as fifth partner in Switzerland by Q2 2023**
- **A new state-of-the-art showroom with sales and aftersales facilities will be ready to welcome owners and brand enthusiasts**
- **Announcement comes shortly after Bentley makes history with its highest ever third quarter results**
- **Bentley Lugano, operated by Porsche Holding, will be open to welcome current and future customers to deliver outstanding service and experience**

(Munich, 13 December 2022) Bentley Motors announced today the expansion of its retail partner network with the opening of Bentley Lugano - the marque's fifth retail partner in the Swiss market.

Amel Boubaaya
Head of Marketing and
Communications
amel.boubaaya@bentley.co.uk
+49 (0)173 2689143

Valentina Pichler
Retailer Marketing &
Communications Manager
valentina.pichler@bentley.co.uk
+49 (0)173 4541471

Bentley Motors Ltd
Pyms Lane
Crewe
CW1 3PL

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

Lugano is the largest town in the region of Ticino and Switzerland's third most important financial centre. The new facility will include a 450 sqm showroom supported by sales, aftersales and a workshop area. Located just off the easy-to-access A2, known for being a key artery road in Switzerland, it will allow present and future owners great access to the new facilities.

Bentley Lugano is set to open in the first quarter of 2023, with the announcement coming shortly after the brand revealed its highest ever third quarter results. Operating profits more than doubled year-to-date to €575



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



By appointment
to HRH The Prince of Wales
motor car manufacturers
Bentley Motors Limited
Crewe Cheshire



BENTLEY

Press Information

million, while a 23.1 per cent return on sales was the highest recorded in Bentley history.

Bentley sales were up 18 per cent in Europe for the first nine months of 2022, to 2,133 luxury cars. The company is anticipating a strong end to the year, thanks to the introduction of the Bentayga Extended Wheelbase (EWB) model, the new luxury flagship SUV with a focus on wellness and the best rear cabin experience since the Mulsanne.

Balazs Rooz, Regional Director of Bentley Europe, added:

“The appointment of Bentley Lugano comes at an important moment in Bentley’s history. We have seen record profits and sustained growth in most markets since 2020 and continue to evolve. The opening of a new showroom supports Bentley’s industry-leading Beyond100 strategy, as the company looks towards an electrified future in one of our key market, Switzerland.”

Bentley Lugano is expected to open late March 2023. The new facilities will be located at Via Cantonale 1, 6916 Grancia.

The Bentley brand is represented in Switzerland with four dedicated showrooms: Bentley Basel, Bentley Geneva, Bentley Zug and Bentley Zurich.

For more information please visit: www.bentleymotors.com

Amel Boubaaya

Head of Marketing and
Communications

amel.boubaaya@bentley.co.uk

+49 (0)173 2689143

Valentina Pichler

Retailer Marketing &
Communications Manager

valentina.pichler@bentley.co.uk

+49 (0)173 4541471

Bentley Motors Ltd

Pyms Lane

Crewe

CW1 3PL

www.bentleymedia.com

communications@bentley.co.uk

@BentleyNewsroom

@BentleyComms

- ENDS -



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



By appointment
to HRH The Prince of Wales
motor car manufacturers
Bentley Motors Limited
Crewe Cheshire



BENTLEY

Press Information

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 five model lines, Continental GT, Continental GT Convertible, Flying Spur, Bentayga and Bentayga EWB. 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.

Amel Boubaaya

Head of Marketing and
Communications
amel.boubaaya@bentley.co.uk
+49 (0)173 2689143

Valentina Pichler

Retailer Marketing &
Communications Manager
valentina.pichler@bentley.co.uk
+49 (0)173 4541471

Bentley Motors Ltd

Pyms Lane
Crewe
CW1 3PL

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