



By Appointment to
His Majesty The King
Major Car Manufacturers
Bentley Motors Limited
Crewe Cheshire



BENTLEY

Press Information

BENTLEY HONOURS ITS EUROPEAN RETAILER NETWORK AT THE ANNUAL AWARDS CEREMONY

- **Celebrating excellence across Bentley's European network, the awards honour top-performing retailers in six categories spanning sales, aftersales, and marketing**
- **Handcrafted in Crewe, the prestigious trophies showcase Open Pore Veneer and Bentley's iconic black self-levelling wheel badges**
- **Winners are selected based on key performance criteria, including sales, profitability, service loyalty, and customer experience**

(Munich, 31 March 2025) Bentley Motors has celebrated its European retailer network at the prestigious annual Scorecard Awards, recognizing excellence in sales, aftersales, and marketing across its 62-strong European network.

Bentley Bucuresti was crowned Best of the Best, taking home four awards, while Bentley Frankfurt won Aftersales Retailer of the Year, and Bentley Stuttgart received the Mulliner Award of the Year.

The Scorecard Awards honour top-performing teams across 31 markets in Europe, using key performance criteria such as sales, profitability, service loyalty, and customer experience. Each winner received a handcrafted trophy from Bentley's Crewe wood shop, featuring Open Pore Veneer and the brand's signature self-levelling wheel badge.

With the recent launch of the new Continental GT and Flying Spur, Bentley Bucuresti was named Sales Retailer of the Year, excelling in converting a strong order bank into sales. Bentley Riga received the Pre-Owned Retailer of

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the Year award, while Bentley Hamburg was recognised as Marketing Retailer of the Year for its outstanding brand engagement.

Richard Leopold, Regional Director, EMEA of Bentley Motors, commented:

"Europe plays an important role for Bentley, accounting for a significant share of our global sales. We are truly appreciative of our remarkable network of retailers, whose passion, dedication, and outstanding performance are at the heart of our success.

"I want to personally congratulate all the award recipients and offer my sincere thanks to our entire European retailer network. As we continue to evolve, I'm excited for another year of partnership, pushing new boundaries, expanding our Continental line-up, and reinforcing our presence across Europe."

Full list of winners:

Best of the Best of the Year – Bentley Bucuresti

Sales Retailer of the Year – Bentley Bucuresti

Aftersales Retailer of the Year – Bentley Frankfurt

Marketing Retailer of the Year – Bentley Hamburg

Pre-Owned of the Year – Bentley Riga

Mulliner Retailer of the Year – Bentley Stuttgart

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Notes to editors

From W.O. Bentley, who founded Bentley Motors in 1919, to the current team of over 4,000 dedicated colleagues, the company's extraordinary cars have always been designed and built by exceptional people using only the finest of materials.

From modest beginnings, Bentley has moved from strength to strength – in a relentless pursuit of both luxury and performance. W.O.'s vision continues to guide Bentley's beliefs, actions and ambitions.

Located in Crewe, England and owned by the Volkswagen Group since 1998, Bentley Motors remains the definitive British luxury car company, crafting the world's most desirable high performance grand tourers. Bentley's colleagues design, engineer and handcraft five bespoke models: 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 and engineering expertise is unique to Bentley.

The luxury marque is creating a future driven by new technologies, materials, fuels and skills, in the pursuit of a progressive, new world: one in which the highest levels of luxury mobility are achieved with sustainable methods. The company's Beyond100+ strategy promises to revolutionise the company to be exclusively electric from 2035.

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