



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



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**BENTLEY**

## Press Information

### **EXCITING NEW CHAPTER FOR THE BRAND IN STOCKHOLM COINCIDES WITH OPENING OF NEW SHOWROOM AND ARRIVAL OF LATEST MODELS**

- **Bentley Stockholm joins exclusive Semler Premium group**
- **Luxury British brand locating to state-of-the-art premises in nearby Järfälla**
- **Dedicated showroom includes private configuration area, workshop and parts department**
- **Announcement coincides with arrival of all-new powertrain versions of Continental GT Speed and Flying Spur**
- **Long-standing partner representing Bentley in neighbouring Denmark for 20 years has been appointed**

**(Munich, 14 November 2024)** Bentley Motors is starting an exciting new chapter in Scandinavia with the announcement that the luxury British marque is now represented by Semler Premium in Sweden. At the same time, Bentley Stockholm is locating in a state-of-the-art premises just north of the capital in Järfälla, where the team is ready to welcome customers old and new with immediate effect.

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The new 450 sq. metre standalone showroom is part of the exclusive Semler Premium's 'Car House', and is beautifully styled to reflect the values and traditions of Bentley's 105-year history of truly extraordinary cars. Among the first vehicles under the showroom spotlights will be the new, fourth-generation version of the Continental GT Speed Grand Tourer and the Flying Spur Speed, Bentley's four-door supercar



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The latest Continental GT Speed is the most powerful road-going Bentley ever, with an all-new 782 PS 1,000 Nm 'Ultra Performance Hybrid' powertrain capable of 0-100 km/h in 3.2 seconds and a top speed of 335 km/h. The hybrid configuration also allows 81 km of electric range and CO2 emissions of just 29 g/km. With bolder design DNA, such as single oval headlamps and dark-tint matrix grille, the ultimate Grand Tourer features 68 per cent new components when compared to the third-generation model.

The fourth generation Flying Spur is equally dynamic and the most powerful, most dynamic and most efficient four-door car in Bentley's 105-year history, using the same Ultra Performance Hybrid powertrain to travel from 0-100 km/h in 3.5 seconds, achieving 76 km of electric range, with CO2 emissions of just 33 g/km and an impressive range of 829 km between refuelling stops. With a limousine-like ride, enhanced by Wellness seating with Postural Adjust, new exterior detailing and class-leading electronic architecture, the latest Flying Spur offers astonishing flexibility from incredibly accessible supercar performance to silent, effortless electric luxury.

Bentley Stockholm's state-of-the-art showroom is supported by a private configuration area, allowing customers to personalise their Bentley and create something truly unique. A full-service dealership, Bentley Stockholm will now include an authorised service workshop, spare parts department, plus marketing and public relations support.

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Richard Leopold, Regional Director, Europe, UK and MEA at Bentley Motors, said:

“This is an important moment for Bentley in the Scandinavian markets. We are extremely pleased that Semler Premium, with 20 years of experience looking after our customers in Denmark, will now be able to extend that same exacting level of support to Bentley owners in Stockholm and the rest of Sweden.”

Klaus Frokjaer, CEO of Semler Premium, added:

“With the new Bentley Stockholm, we at Semler Premium hope to strengthen the relationships between Bentley in Denmark and Sweden. This will allow us to utilise our resources and create extraordinary customer experiences for all Bentley customers.”

- ENDS -

### 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.

### About Semler Premium

Semler Premium, a subsidiary of Semler Group Denmark, represents some of the world's most iconic automotive brands, including Lamborghini, McLaren, and Aston Martin in Sweden. Additionally, Semler Premium is the exclusive importer of Porsche in Denmark and operates a dedicated retail

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network for Porsche enthusiasts. In Denmark, Semler Premium holds exclusive dealership rights for Lamborghini and Bentley, delivering a unique standard of excellence across these premium brands in both Denmark and Sweden.

As part of one of Scandinavia's largest automotive groups, Semler Premium combines over 100 years of expertise with a commitment to innovation, supported by a passionate team of more than 3,000 employees across the group. Focused on the future, Semler continuously invests in new solutions to anticipate and shape the evolving needs of our customers and the automotive industry at large.

For more information, please visit [www.semlerpremium.se](http://www.semlerpremium.se) or [www.semler.dk/en](http://www.semler.dk/en)

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