



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



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BENTLEY

Press Information

GRAND OPENING OF BENTLEY'S LARGEST EUROPEAN SHOWROOM HIGHLIGHTS STRENGTH OF REGIONAL MARKET

- **Bentley Hamburg opens its doors with exclusive insights to the brand and a premiere**
- **New Mulliner Batur centrepiece of ceremony at the Tarpensing district site**
- **European premiere of the unique prototype of first product collaboration: The Macallan Horizon**

(Munich, 6 October 2022) The opening of the biggest Bentley showroom in Europe will showcase one of the world's most desirable cars. A Bentley Mulliner Batur will take centre stage at the grand opening of Bentley Hamburg – a pinnacle new model for the most special of occasions. To add to the exclusivity of the grand opening, The Macallan will also bring The Macallan Horizon unique prototype, which will debut in Europe for the first time.

The new Hamburg building covers 2,200 square metres – including an 800 square-metre showroom that is now the largest of its kind in Europe for Bentley. The beautifully designed structure includes green spaces, plus areas set aside for four colonies of bees, producing a plentiful supply of Bentley Hamburg Honey. With an advanced, ecological heating system and building insulation, the new showroom complements Bentley's Beyond100 strategy to become a global leader in sustainable luxury mobility, reinventing every aspect of the business to become carbon neutral by 2030. The €8.5 million investment at the Hamburg site follows a record sales year for Bentley in 2021, and a best-ever first quarter in 2022.

Amel Boubaya

Head of Marketing and
Communications
amel.boubaya@bentley.co.uk
+49(0) 1732689143

Silvia Dieckmann

Retailer Communications
Manager
silvia.dieckmann@bentley.co.uk
+49 (0) 162 2401547

Bentley Motors Ltd

Pyms Lane
Crewe
CW1 3PL

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



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Joining for the occasion of the grand opening, the Bentley Mulliner Batur offers customers an almost endless choice of exclusive options to further personalise their cars. A range of veneers available for the fascia include a new, sustainable material for Bentley – Natural Fibre composite. Clients can also choose titanium for the iconic organ stop ventilation pulls and other elements, or even 3D-printed 18 carat gold. The exclusive coupe is limited to just 18 examples, all of which have already been reserved by Bentley Mulliner clients. The Batur's new design DNA also shows the direction of future Bentley BEVs (Battery Electric Vehicles).

The opening event on 6 October will also introduce to Europe a jointly developed product between design teams at Bentley and The Macallan. The Macallan Horizon is the first, limited edition single malt whisky created by the partnership, presented in a revolutionary vessel that fuses traditional craftsmanship, recycled materials and an exclusive horizontal design. The vessel sits horizontally in a purpose-build cradle, and has no standing base. At the centre of the design is a hand-made glass bottle with an extraordinary 180-degree twist, representing the mastery of space and time achieved by The Macallan and Bentley Motors in creating the prototype.

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Head of Marketing and
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amel.boubaaya@bentley.co.uk
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The vessel is then surrounded by an intricately twisted 3D structure crafted in a suite of beautiful, sustainable materials.

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Crewe
CW1 3PL

Balazs Rooz, Regional Director – Bentley Motors Europe, comments:

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

"We are extremely delighted to open Bentley Hamburg and its servicing facilities. Being the largest retailer in Europe, it does offer a stunning setting for the full Bentley range: Azure, S, Speed and Mulliner. This is another proof



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of the strong commitment from our retail partners to deliver the best Bentley customer experience possible. We are equally pleased to be able to showcase what Bentley does best and the world of possibilities with the Bentley Mulliner Batur or the Macallan Horizon. It is great to see Bentley models past and present gathered and we are looking forward to the reaction from customers, prospects and fans later today and wish the Bentley Hamburg team a great success.”

Bentley Hamburg is now officially part of the 70 Bentley sales points across the 35 different European markets.

Bentley Hamburg

Tarpenring 31-33

22419 Hamburg

[Website](#)

Amel Boubaaya

Head of Marketing and
Communications

amel.boubaaya@bentley.co.uk
+49(0) 1732689143

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Further information on Bentley Mulliner Batur: <https://www.bentleymedia.com/>

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Further information on Macallan Horizon:

<https://www.bentleymedia.com/en/newsitem/1366-bentley-and-the-macallan-introduce-the-macallan-horizon>

Notes to editors

About Bentley Motors Limited:

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 in coupé and 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

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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 The Macallan:

Founded in 1824 on a plateau above the River Spey in north-east Scotland, The Macallan is renowned globally for its incomparable craftsmanship, creativity and innovation with each bottle of single malt whisky revealing its unique mastery of wood and spirit. Social and environmental sustainability is at the heart of The Macallan, and as part of its commitment to establishing a positive legacy it revealed its award-winning new Distillery in 2018. Designed by internationally acclaimed architects, the building takes inspiration from the surrounding ancient Scottish hills and is located on The Macallan's beautiful 485-acre Estate. To this day, the single greatest influence on The Macallan's sought after portfolio of single malts is its sherry seasoned oak casks from which its whiskies derive their distinctive flavours, aromas and natural colour.

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