



BENTLEY

Press Information

BENTLEY CELEBRATES UK RETAILER NETWORK WITH ANNUAL AWARDS CEREMONY

- **Awards honour the top performing retailers throughout the UK with nine categories covering sales, aftersales and marketing achievements**
- **The much sought after award trophies were handcrafted in Crewe and feature Open Pore Veneer and black Bentley self-levelling wheel badges**
- **Bentley Leeds claimed Retailer of the Year, one of three trophies for the recently opened Yorkshire JCT600 showroom**

(Crewe, 13 March 2025) Bentley Motors has honoured its UK retailer network in the luxury marque's annual Scorecard Awards, a celebration of the sales, aftersales and marketing achievements of its 17-strong UK retailer network. Crowned Overall Retailer of the Year, Bentley Leeds picked up three awards, with Bentley Belfast also winning the coveted Sales Retailer of the Year trophy.

The Scorecard Awards celebrate high performing teams in Bentley's home market using a distinct set of measures based on sales, profitability, service loyalty and customer experience. The winners all received a prestigious trophy that was handcrafted in Bentley's wood shop in Crewe, created in Open Pore Veneer and finished with a Bentley self-levelling wheel badge.

Highly placed in all categories, Bentley Leeds were crowned Overall Retailer of the Year and were also celebrated as Marketing Retailer of the Year and Customer Retention Retailer of the Year.

Wayne Bruce
Chief Communications and DEI
Officer
wayne.bruce@bentley.co.uk
+44(0) 7780 004537

Matthew Reed
Head of Corporate
Communications
Matthew.reed@bentley.co.uk
+44 (0) 7903 515088

Bentley Motors Ltd
Pyms Lane
Crewe
CW1 3PL

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



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Following the recent introduction of the new Continental GT and Flying Spur into the markets, Bentley Belfast were awarded Sales Retailer of the Year after converting a strong order bank into sales. Bentley Leicester took home two awards, Mulliner Retailer of the Year for the level of personalisation revenue, and Financial Services Retailer of the Year.

Commenting on this year's Scorecard Awards, Richard Leopold, Regional Director, EMEA of Bentley Motors, said:

"As our home market, the UK is one of the most important regions around the world for Bentley. To have a trusted network of extraordinary retailers that show passion, resilience and high performance is one we are extremely thankful for, and is the foundation for continued success.

"I would like to take this opportunity to personally congratulate all the award winners, and also extend my thanks to the entire UK retailer network. I look forward to another year of working together to raise the bar as we further expand our Continental model range and strengthen our position across the UK."

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Full list of winners:

Overall Retailer of the Year – Bentley Leeds

Sales Retailer of the Year – Bentley Belfast

Aftersales Retailer of the Year – Bentley Surrey

Marketing Retailer of the Year – Bentley Leeds

Customer Experience Retailer of the Year – Bentley High Wycombe

Mulliner Retailer of the Year – Bentley Leicester



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Pre-owned Retailer of the Year – Bentley Birmingham

Customer Retention Retailer of the Year – Bentley Leeds

Financial Services Retailer of the Year – Bentley Leicester

- ENDS -

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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