



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



BENTLEY

Press Information

BENTLEY MOTORS EXPANDS PRESENCE IN NORTH AMERICA WITH NEW RETAIL POINTS

- **Bentley adds three new retail points in Santa Barbara, Calif.; San Antonio, Tx; and Oakville, Canada**
- **New showrooms offer access to the latest models and bespoke Mulliner personalization**
- **Strategic growth supports rising demand in key markets, reinforcing North America as the largest and most dynamic region**

(Reston, Va., 26 June 2025) Bentley Motors continues to grow its North American presence with the opening of three new retailer locations across the region: Santa Barbara, California; San Antonio, Texas; and Oakville, in the Greater Toronto, Canada area. These strategic additions reinforce the brand's commitment to delivering an unparalleled luxury experience for customers across the region.

The new retail points arrive at a time of exceptional momentum for the brand, as Bentley continues to evolve its portfolio and prepare for a future defined by ultra-luxury performance and sustainability. Each location will showcase Bentley's latest models - including the newly updated Continental GT and Flying Spur - as well as offer exclusive commissioning opportunities through the Mulliner personalization program and Bentayga – the ultimate go-anywhere SUV.

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"As we continue to shape the future of modern luxury mobility, expanding our presence across North America is both a strategic and essential move, said Jun Watanabe, Senior Director, Sales and Operations of Bentley Americas.



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"These new retail points allow us to meet growing demand in key markets while delivering the bespoke, customer-centric experience that defines Bentley. North America remains our largest and most dynamic region globally, and these additions reinforce our commitment to sustainable growth and elevated luxury."

A Benchmark for Modern Luxury Retail

Bentley's new North American showrooms create a warm and contemporary environment that places the customer at the center of the experience.

The Santa Barbara showroom - set against California's iconic coastal backdrop - brings Bentley's distinctive presence to the American Riviera. "We're proud to bring Bentley's heritage of craftsmanship and innovation to the American Riviera, offering our clients a world-class showroom that matches the beauty and sophistication of the region," said Steve Knappenberger, Dealer Principal.

The San Antonio location introduces Bentley to one of the fastest-growing cities in the U.S., offering a new level of luxury mobility in the region. "Bentley's arrival in San Antonio marks a new chapter in luxury automotive excellence for our city. As one of Texas's most dynamic and rapidly growing markets, San Antonio is ready for a retail experience that blends bespoke service with performance and prestige. We're honored to represent a brand that sets the global benchmark for modern luxury," said Bruce Knox, Managing Partner.

In Canada, the Oakville location becomes Bentley's newest touchpoint in the Greater Toronto Area, expanding reach to an affluent and growing customer

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base. “We’re thrilled to expand our Bentley offering in the Greater Toronto Area. As demand continues to grow across Canada, we’re committed to delivering a truly elevated experience for every client who walks through our doors,” said Paul Cummings, Dealer Principal.

Accelerating Growth in Key Markets

The launch of these three new locations builds upon Bentley’s strong momentum in the Americas, the brand’s largest global market. With an expanding portfolio of hybrid and V8-powered vehicles, as well as the continued success of bespoke offerings through Mulliner, Bentley continues to meet growing demand for sustainable luxury performance. These additions grow the Americas market to 63 retailers between the United States, Canada, Mexico and Latin America.

- 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.

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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



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Beyond100+ strategy promises to revolutionise the company to be exclusively electric from 2035.

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