



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



BENTLEY

Press Information

BENTLEY STOCKHOLM TO OPEN BRAND NEW FACILITY IN THE SWEDISH CAPITAL

- **New showroom offers a dedicated Bentley sales and aftersales area**
- **Bentley Stockholm will be represented by Semler Premium**
- **Models on display in the showroom include the new Continental GT, Continental GTC and Bentayga S Black Edition**

(Munich, 11 April 2025) Bentley Stockholm is set to strengthen its presence in the Swedish capital with the opening of a new facility in Järfälla. Located at Allmäningsvägen 73, the new showroom and workshop is designed to provide an exclusive sales and aftersales experience for Bentley customers and enthusiasts, showcasing the brand's performance, innovation and craftsmanship.

The exclusive showroom, spanning 450 square meters, is designed to provide an immersive brand experience and will feature a private configuration area, allowing customers to tailor their Bentley with a vast selection of materials, finishes, and bespoke options. Complementing the showroom, a dedicated aftersales area will ensure a seamless ownership experience, including an authorised service workshop, a spare parts department, and two lifts exclusively for Bentley vehicles.

Valentina Pichler
Retailer Marketing &
Communications Manager
valentina.pichler@bentley.co.uk
+49 (0)173 4541471

Bentley Motors Ltd
Pyms Lane
Crewe
CW1 3PL

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

The new facility will be operated by Semler Premium, Bentley's trusted partner in Denmark for over 20 years, marking its expansion into the Swedish market, ensuring Bentley customers continue to receive the highest levels of service and expertise.



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



BENTLEY

Press Information

Bentley's latest models take centre stage at the event, led by the next-generation Continental GT—the most powerful road-going Bentley ever built. This grand tourer is equipped with an all-new Ultra Performance Hybrid powertrain, delivering an impressive 782 PS and 1,000 Nm of torque while significantly reducing CO₂ emissions to just 29 g/km. This improved efficiency not only enhances sustainability but also brings advantages in markets where emissions-based regulations play a key role.

Its exceptional performance is matched by an advanced chassis system featuring new two-chamber air springs, dual-valve dampers, Bentley Dynamic Ride (48V active anti-roll control), an electronic limited-slip differential (eLSD), and torque vectoring. These innovations ensure outstanding body control and the smoothest, most refined ride in Continental GT history, further enhanced by a first-ever 49:51 rear-biased weight distribution.

Accompanying the grand tourer is the Flying Spur, Bentley's ultimate expression of luxury sedans, seamlessly blending dynamic performance with handcrafted elegance. Completing the lineup, the Bentayga S Black Edition delivers the perfect combination of versatility, power, and comfort.

Valentina Pichler

Retailer Marketing &
Communications Manager
valentina.pichler@bentley.co.uk
+49 (0)173 4541471

Bentley Motors Ltd

Pyms Lane
Crewe
CW1 3PL

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

Richard Leopold, Regional Director for Europe, UK & MEAI, commented:

"The opening of Bentley Stockholm with Semler Premium marks a significant milestone in strengthening our presence in the Swedish market. We are delighted to introduce a state-of-the-art showroom and service facility in Stockholm. The new Continental GT, with its cutting-edge technology, unmatched precision, and striking design, is a true reflection of Bentley's commitment to innovation, and we look forward to offering this exceptional



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



BENTLEY

Press Information

model to our Swedish customers. I wish Jonas and the team continued success as they embark on this exciting new chapter."

Jonas Haglund, General Manager of Bentley Stockholm, added: "Sweden has a strong appreciation for craftsmanship, design, and performance, making it an ideal home for Bentley. From the latest models to our bespoke Mulliner personalisation services, Bentley Stockholm will be a destination where our customers can immerse themselves in the brand. Our team is dedicated to delivering exceptional service and offering our customers the best experience."

The new showroom is located in:

Bentley Stockholm
Allmäningsvägen 73
176 78 Järfälla
Phone: +46 8 448 45 70

For more information on the models on offer in the Bentley range, please visit the Bentley Media site: <https://www.bentleymedia.com>

Valentina Pichler
Retailer Marketing &
Communications Manager
valentina.pichler@bentley.co.uk
+49 (0)173 4541471

- ENDS -

Bentley Motors Ltd
Pyms Lane
Crewe
CW1 3PL

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

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.



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



BENTLEY

Press Information

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.

Valentina Pichler

Retailer Marketing &
Communications Manager

valentina.pichler@bentley.co.uk

+49 (0)173 4541471

Bentley Motors Ltd

Pyms Lane
Crewe
CW1 3PL

www.bentleymedia.com

communications@bentley.co.uk

@BentleyComms

@BentleyNewsroom