



By appointment
to H.M. The Queen
motor car manufacturers
Bentley Motors Limited
Crewe Cheshire



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BENTLEY

Press Information

BENTLEY ROTTERDAM OFFICIALLY OPENS THE DOORS TO ITS BRAND NEW SHOWROOM

- **Bentley Rotterdam inaugurates its latest state-of-the-art showroom in the Netherlands**
- **Star of the evening Flying Spur Hybrid Odyssean Edition, alongside the S1 Continental Flying Spur from 1958**
- **Bentley is accelerating its Beyond100 plans and preparing Crewe for the future of mobility**

(Munich, 27 June 2022) Bentley Rotterdam has officially opened its doors in the largest seaport in Europe and second biggest city in the Netherlands.

The new home for Bentley in Rotterdam offers 284 sqm, allowing the display of the full Bentley range and six new models in total. Situated along the A20, in a three storey building, Bentley is situated on the second floor, easily visible and accessible to visitors, while the service centre is located on the ground floor for an easy access. On the top floor of the building is the Rotterdam Carport Hotel, which offers the possibility to owners to valet and store their Bentley. The new building is offering customers a dedicated entrance to drive their vehicle right into the workshop and then get access to the new showroom. An area to the customisation's department Mulliner is accessible and supports customers and prospects to go through unique samples of colours, leathers and veneers in all different types and forms.

For this occasion, the Flying Spur Hybrid Odyssean Edition is taking the spotlight, present to give a glimpse into Bentley's future, and its view on luxury

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mobility, introducing new sustainable materials as part of its Beyond100 strategy. Reflected through the cabin features which include tweed from 100 per cent British wool and open pore veneers. Alongside the S1 Continental Flying Spur from 1958, the first bespoke interpretation of a four-door Continental, and inspiration for the design team to create today's Flying Spur range.

Earlier this year, Bentley provided an update of its Beyond100 plans, on track to become the leader in luxury sustainable mobility and committed to sustainable investment of £2.5 billion in products and to transform Crewe into a 'Dream Factory' – a digital, zero environmental impact, flexible and high-value manufacturing facility. This includes the extension of solar panels from 30,000 to 40,000 and the goal of being end-to-end carbon neutral by 2030. Bentley Rotterdam will see more electrified models in the future with Bentley's ambitious Five-in-Five plan, which commits Bentley to launch a new electric model each year from 2025 onwards.

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Balazs Rooz, Regional Director Bentley Motors Europe, commented: "This is a striking building and I am delighted to inaugurate Bentley Rotterdam in the Netherlands. This is an important market for Bentley Motors and in the last ten years we have seen strong growth and success with the brand. With the Beyond100 strategy we have communicated ambitious plans, while offering the strongest electrified model range today with the Bentayga Hybrid and Flying Spur Hybrid.

"We are proud to be representing Bentley Motors in the Netherlands and excited about Bentley's future", adds Robert Doornbos, Dealer Principal of



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Bentley Rotterdam. "The brand is bringing a strong electrified range offer to the Dutch market and we are looking forward to advise our customers and provide them with the best service and experience possible."

The new showroom is located at:

Bentley Rotterdam
Giessenweg 91
3044 AK Rotterdam
Phone: +31 (0) 881801919

Further information on the Bentley range and details of the Bentley retail partners can be found on: <https://www.bentleymotors.com/>

- 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, Mulliner 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 3,000 people at Crewe.

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