



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



BENTLEY

Press Information

BENTLEY OPENS NEW STATE-OF-THE-ART SHOWROOM IN NUREMBERG

- **Bentley Nuremberg expands its facilities to meet the growing demand towards Bentley products**
- **New showroom and aftersales facility operated by the Feser-Graf Gruppe**
- **Innovation and seamless fusion of materials and curated intelligent technology reflected through Bacalar Car Zero, present for the occasion**

(Munich, 4 April 2025) Bentley Nuremberg officially opened last night with a prestigious launch event, bringing together existing customers and prospective clients. The celebration marked a new chapter for the British luxury brand in the city, featuring the full Bentley range in an elegant setting.

Operated by Feser-Graf Gruppe, the 370sqm showroom will showcase Bentley's full lineup of luxury vehicles. Visitors can explore the fourth-generation Continental GT and GTC, the refined Flying Spur luxury sedan, and the Bentayga—the pinnacle of ultra-luxury SUVs, designed for any journey.

Valentina Pichler

Communications Manager -
EMEA

valentina.pichler@bentley.co.uk
+49 (0)1734541471

Bentley Motors Ltd

Pyms Lane
Crewe
CW1 3PL

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

Located on Nopitschstrabe 3, 90441 Nuremberg, the new showroom offers easy access for customers. The sales and aftersales facilities will include a shared 300 sqm workshop, fully equipped with three dedicated Bentley car lifts.

Present for this occasion, the Bacalar Car Zero, finished in striking Scarab Green with a meticulously retrimmed cabin, exemplifies Bentley's dedication



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to sustainable craftsmanship. Its innovative materials include paint infused with ash from rice husks, offering a rich metallic finish through an eco-friendly process, along with natural British wool and 5,000-year-old Riverwood sourced from the ancient Fenlands of East Anglia.

With only 12 units produced, each Bacalar is a one-of-a-kind masterpiece.

Building on the design DNA of the coachbuilt Bacalar and Batur, the newly launched Continental GT redefines performance with its cutting-edge Ultra Performance Hybrid powertrain. Pairing a 4.0-liter V8 with a 190PS electric motor, it delivers an exhilarating 782PS and 1,000 Nm of torque. Sprinting from 0 to 100 km/h in just 3.2 seconds, it offers an impressive 81 km of electric-only range (EU drive cycle) and a total range of 859 km—blending supercar performance with everyday versatility.

Peter Joachim, General Manager at Bentley Nuremberg, said:

“We look forward to welcoming customers and brand enthusiasts to our new Bentley Nuremberg site. The team is looking forward to advising and servicing the community in Nuremberg and the surrounding area.”

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Richard Leopold, Regional Director, EMEA of Bentley Motors, added:

“Germany is a key territory for Bentley Motors and the opening of Bentley Nuremberg further enhances our coverage for the brand in our largest European market. The launch of Bentley Nuremberg comes at an exciting time for the brand as we roll out the fourth Generation Continental range including the award-winning Continental GT Speed with its innovative Ultra



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Performance Hybrid V8 accelerating the car through to 335km/h. I wish Peter and the team a great start in this fantastic new facility”

The new showroom is located at:

Bentley Nuremberg

Nopitschstraße 3

90441 Nuremberg

Phone: +49 (9) 1142362916

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

- 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.

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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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