



By appointment
to HM The Queen
motor car manufacturers
Bentley Motors Limited
Crewe Cheshire



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BENTLEY

Press Information

BENTLEY BUCURESTI CELEBRATES MILESTONE ANNIVERSARY

- **Bentley Bucuresti celebrates 10 Years in the Romanian market**
- **State-of-the-art showroom and workshop on Pipera Boulevard cover 600 square metres**
- **Anniversary coincides with important moment in Bentley's 104-year history**

(Munich, 21 September 2023) Bentley Bucuresti is celebrating a successful ten-year partnership with Bentley Motors, the world's most sought-after luxury car brand. The Bentley retail location first opened its doors in the Romanian capital in September 2013 and has welcomed a growing number of customers and brand enthusiasts ever since.

The elegant, glass-fronted showroom in Pipera Boulevard, north Bucharest, covers 400 square metres and displays the latest models handcrafted in Crewe, where all Bentley cars are built. The building is linked to a state-of-the-art workshop.

Amel Boubaaya

Head of Marketing and
Communications
amel.boubaaya@bentley.co.uk
+49 (0)173 2689143

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
@BentleyNewsroom
@BentleyComms

The Bentley Bucuresti anniversary comes at a significant time in the history of Bentley Motors. The brand recently announced strong half-year results as it looks to reinforce its Beyond100 strategy, with the objective of becoming a leader in luxury sustainable mobility and transforming the business into a "dream factory". Bentley Motors possesses the first automotive factory in the UK to be certified carbon neutral by the Carbon Trust back in 2018 and since then has introduced several innovations. These include a water recycling system in the paint shop, and the switch to renewable-only electricity sources



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and solar panels to produce up to 75 per cent of Bentley's daytime electricity demand.

Alin Tapalaga, General Manager, Bentley Bucuresti, explains:

"Over the last decade we have witnessed increasingly strong interest in Bentley, an iconic British marque in every respect. We are delighted to welcome customers to the Pipera Boulevard showroom and experience the latest models from Crewe."

Balazs Rooz, Regional Director of Bentley Motors Europe, said:

"The opening of Bentley Bucuresti ten years ago was a key milestone for the brand in Romania and part of a major expansion of the Bentley network across Europe. This latest anniversary comes at another landmark moment, as Bentley moves towards an electrified range next year, in 2024."

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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 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 4,000 people at Crewe.

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