



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



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BENTLEY

Press Information

BENTLEY CELEBRATES ANNIVERSARIES IN THE NETHERLANDS – SPOTTED UNIFYING SPUR IN AMSTERDAM

- **Strong presence of the Bentley brand in the Netherlands over the last ten years**
- **Bentley Leusden, Bentley Maastricht commemorate their anniversaries in the Netherlands while Bentley Rotterdam will soon officially be inaugurated**
- **Unifying Spur turns one year and is spotted in the streets of the Dutch capital**

(Munich, 25 May 2022) Bentley Motors, the most sought-after British luxury car brand in the world is adding a new location, in the well-established Dutch Retail Partner Network, with the upcoming Bentley Rotterdam opening. For over a decade, the brand has successfully established itself across the market with Bentley Maastricht and Bentley Leusden.

The addition of Bentley Rotterdam, situated in Europe's largest port city, is reinforcing the presence of the brand in response to the high demand from the customers. The first-ever Bentley showroom in the Netherlands was Bentley Leusden, celebrating this year its 10 year anniversary by taking a look back at the moments and memories shared with their customers and brand friends.

In the showroom, Bentley Leusden set up a timeline and displayed ten art pieces to highlight Bentley Motors and Bentley Leusden's achievement. Bentley Maastricht followed in 2017 and will celebrate its 5th anniversary later this year and now a third Bentley place in the Netherlands with Bentley Rotterdam.

Amel Boubaaya

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

Valentina Pichler

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

Bentley Motors Ltd

Pyms Lane
Crewe
CW1 3PL

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



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Balazs Rooz, Regional Director Bentley Motors Europe, commented:

"The Netherlands is an important market for Bentley Motors and since the team at Pon Luxury Cars B.V has started in 2012, the brand has continuously grown and expanded. Thanks to the commitment of our dear retail partners in delivering a best-in-class customer experience, we are starting the upcoming new decade with full confidence that the brand will continue its progression and we are looking forward to the exciting next chapter with the official opening of Bentley Rotterdam."

Since its centenary, Bentley is redefining its credentials by accelerating its strategy Beyond100. The ambition to become the leader in luxury sustainable mobility is supported by many initiatives, including the social pillar with a five-step diversity and inclusion plan announced a year ago. The Design team created an automotive artwork that celebrates diversity in all forms – representing the unifying power of humanity. The Unifying Spur is the model embodying these values and was spotted around the Netherlands to celebrate unity, love, diversity and inclusion as well as the great achievement of the brand in the market.

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

- ENDS -

Press release on the Unifying Spur:
<https://www.bentleymedia.com/en/newsitem/1222>

Press release on latest update Beyond100:
<https://www.bentleymedia.com/en/newsitem/1301>

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Press release on Growth in Europe:

<https://www.bentleymedia.com/de/newsitem/1292-bentley-charges-to-record-year-with-unprecedented-demand-for-luxury-hybrid-models>

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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