

IN-STORE

Bentley ups African presence with Moroccan showroom

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Bentley Bentayga

By STAFF REPORTS

British automaker Bentley Motors is increasing its international dealership network with the opening of an outpost in Morocco.

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Located in Casablanca, the country's economic and business district, Bentley's newest dealership is its first in Morocco. Recently, as automotive sales have increased globally, Bentley has opened a number of dealerships in emerging markets to raise awareness.

Here's lookin' at you, Bentley

Consumers visiting the Bentley showroom in Casablanca's An Seba district will have the opportunity to experience the complete model range available from the brand. This also includes Bentley's latest model, the Bentayga.

The SUV model, a first for the automaker, is said to be the fastest, most powerful, most luxurious and most exclusive automobile of its kind on the market. To promote the model, Bentley has launched a number of teasers until its full reveal and a mobile application with emotional recognition ([see story](#)).

In addition to its model range, Bentley's new dealership will offer the automaker's after-sales services and its branded luxury goods such as handbags and other accessories.



Bentley's dealership in Casablanca, Morocco

"Bentley's continued expansion is a further sign of the strength in the international appeal of our brand. We are selling in more markets than ever before and with the all-new Bentayga added to our model lineup, we look forward

to Bentley Casablanca contributing to our continued positive performance," said Kevin Rose, member of the board of sales, marketing and aftersales for Bentley Motors, in a statement.

Robert Engstler, regional director Europe for Bentley Motors, gave insights into selecting Morocco as a dealership outpost saying in a statement, "We start in Morocco in a strong position, already seeing high levels of enthusiasm for Bentley from potential customers. We are confident we have found the right partner in Centrale Automobile Chrifiene (Bentley's authorized partner), combining an in-depth knowledge of business in Morocco with a long and successful track record of automotive retailing."

Aside from Morocco, Bentley operates 10 dealerships in Africa and the Middle East.

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