

AUTOMOTIVE

Bentley expands showroom network in India

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The company is expanding its global retail reach. Image credit: Bentley

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

British automaker Bentley is investing in a growing luxury market.

Today, the company announced the debut of showrooms in Mumbai and Bengaluru, India. The dual retail openings stock the manufacturer's latest models, including the Bentayga, Bentayga Extended Wheelbase, Flying Spur, Continental GT and Continental GT Convertible.

"India is one of the fastest-growing luxury car markets in the world, offering an ideal environment for Bentley a brand whose combination of performance and innovation makes it the perfect fit for its luxury segment," said Richard Leopold, regional director of EMEA at **Bentley Motors**, in a statement.

"Our new showrooms are more than just an expansion of our network they mark an important step in bringing the Bentley experience closer to our customers and opening the door to new enthusiasts," Mr. Leopold said. "With India's strong cultural connection to the U.K. and British brands, we are proud to represent Bentley here.

"Together with our integration with SAVWIPL, we are strategically positioned to deepen our commitment to the Indian market driving growth, strengthening our network and welcoming many more customers into the Bentley community."

Burning rubber

The Mumbai showroom is located within the five-star The Galleria, Trident Hotel, while the Bengaluru retailer is situated within the Indraprastha Invictus development.

Each is said to house immersive, state-of-the-art luxury spaces and bespoke personalization services. Bentley partnered with local automotive dealership companies koda Auto Volkswagen India Private Limited, Infinity Cars Private Limited and Kun Premium Cars Private Limited to launch the two boutiques.



India is the fastest-growing automotive market in the world.

"At Bentley, we believe luxury goes beyond the product it is defined by the experience," said Abbey Thomas, brand director of Bentley India, in a statement.

"Our showrooms are designed as warm, contemporary spaces that reflect this philosophy, placing the customer at the heart of a truly bespoke journey," Ms. Thomas said. "With the launch of our new showrooms in Mumbai and Bengaluru, we are bringing the world of Bentley even closer to our discerning clientele across India."

"We are proud to partner with Infinity Cars and Kun Premium cars, who share our values and vision, and will represent Bentley with distinction, delivering an elevated customer experience and setting new benchmarks for excellence in these key cities."

Other luxury staples are expanding their reach within the country as well, with French hotel giant Accor unveiling plans for two properties in the northern Rajasthan region, set to open by the end of the decade ([see story](#)).

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