

Retail



Motor Retail – Development Laboratory

Bentley Motors Limited is a British registered company that designs, develops, and manufactures luxury motorcars. With an unparalleled 95-year heritage, Bentley Motors create powerful, handcrafted luxury cars at their factory in Crewe, England.

Bridgford Interiors brief was to help Bentley to connect with their growing customer base and understand their relationship with the Bentley brand.

We delivered a custom-built environment giving customers visiting the factory in Crewe a preview of Bentley's new designs, concepts and technologies in extraordinary surroundings.

Completed in 2008 the Development Laboratory Suite provides Bentley customers with a luxurious environment in which to enjoy the selection of every finish and detail of their new car, adding yet more to the overall desirability of the brand.

Client

Bentley Motors

Project Manager

In-House

Project Manager Referee

Mr. Keith Stockton

Quantity Surveyor

In-House

Designer

The Platform Group

Relationship

Principal Contractor

Number of Projects Completed

1

Procurement Route

Negotiated

Programme

3 weeks



Similar projects in this sector

Client

Brief Work Description

Hertz

Fit out Marble Arch Global Concept Store

Tesla

Retail Showroom, Knutsford