**Bentley Dealership Application Form**

Region/city:

Applicant Company:

Group of Companies:

Contact Person (full name):

Contact Tlephone:

Е-mail:

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**Introduction**

Thank you for your interest in the Bentley franchise. All new Retailer opportunities are strategically evaluated. They are selected in support of a strategic long term goal, a positive market potential assessment and equally, a dealer viability study.

Many of our Retailers are independent businesses. Each Retailer operates under a separate contract with either Bentley Motors Limited or its appointed Importer for the market in question. In Russia and CIS countries separate New Car Sales and Authorised Repairer Agreements are utilised reflecting the legal structure in place across the Region East.

Bentley employs approximately 4,000 people worldwide with regional offices in the USA, China, Germany, Japan, UAE and Russia, as well our manufacturing base and Head Office in Crewe, England.

We are represented in over 50 countries worldwide with a network of around 150 Retailers. Our Global annual car sales reached a high of 11,000 vehicles in 2016.

**The Application Process**

This document is designed to support Bentley’s Retailer Appointment and Application Process. In doing so, it ensures Bentley collects the appropriate key information from all our applicants and permits a thorough and fair candidate assessment.

Bentley’s franchise application process is divided in two distinct phases. This document details the requirements of the first element of the selection process and requires details about you, the company you represent and your business proposal for Bentley.

The second part of the application process will require the submission of a more detailed proposal, including a 10 year business plan and the opportunity to present to a Bentley panel as part of a short list of prospective partners. In order to assist your completion of the 10 year business plan, we will provide you with the requisite template and Bentley business assumptions (for which we will expect you to sign a confidentiality agreement). This will then enable you to accurately project the finances of your business proposal.

Once your initial application has been received, it will be reviewed by a member of Business & Network Development Department of Bentley Russia, who will then be in contact to explain the next steps of the process as necessary. Further progress through the application process will include our provision of more detailed information regarding the Bentley franchise to assist you with the compilation of the Business Plan.

Upon application we shall provide you with the relevant market versions of:

* Bentley Product Range
* Brand/Operating Standards
* Corporate Design Manual
* New Car Sales Agreement (Dealer contract)

**Applicant Company**

1. **About You**

***Note:*** *indicate the details of the individual completing the application. It will be assumed that the details of the individual provided here will be the primary contact for the application*

Name

Position in Company

Financial Interest in Company

Telephone

Fax

Mobile

Email

Region of interest (e.g. Country/Province)

Market (e.g. city)

1. **Your Company**

***Note:*** *indicate the details of the company applying for Bentley franchise*

Company Name

Company Address

Postal/ZIP Code

Country

Registered Office Address

Postal/ZIP Code

Domestic Registered Company Registration no.

VAT/Tax Registered no. OR equivalent

1. **Why You and Your Company (Alignment of Business and Strategy)**

***Note:*** *indicate background of your interest in Bentley franchise, describe alignment of your existing business strategy with potential development of Bentley business in your region and depict your strong and weak points as an applicant*

**Market Representation Proposal**

1. **Management or Proposed Directors & Share Holders**

***Note:*** *indicate management and shareholders of the company applying for Bentley franchise*

% Ownership Title Name, Home Address, Contact No.

1. **Corporate Structure of the Group**

***Note:*** *indicate corporate structure including holding company, automotive companies, other non-automobile businesses, etc*

1. **Ongoing Negotiations / Existing Contracts with VAG Brands**

***Note:*** *indicate intentions (signed LOI, etc) or existing Dealer Contracts with VOLKSWAGEN Group brands*

|  |  |  |
| --- | --- | --- |
| **Brand** | **Region / City** | **Status** |
| Audi |   |  |
| Volkswagen PKW |   |  |
| Volkswagen NFZ |  |  |
| Skoda |   |  |
| SEAT |  |   |
| Porsche |  |  |

1. **Other Automotive Franchises Held**

***Note:*** *indicate year of the contract signed. Negotiations or signed LOI with other automotive brands (indicate city/region and project launch date)*

|  |  |  |  |
| --- | --- | --- | --- |
| **Brand** | **Legal Entity** | **Year the dealer contract signed** | **Location** |
|  |  |  |  |
|  |  |   |  |
|  |  |  |  |

1. **Other Core Business Interests**

***Note:*** *If you do not have any other core business interests type nil in 1. below*

**1.**

2.

3.

1. **Number of Employees**

***Note:*** *indicate total number of employees and number of people employed in automotive business*

1. **Sources of Capital / Credit Portfolio (incl. Funding Source or Credit Providers)**

***Note:*** *indicate list of banks in which applicant has outstanding loans, contact persons in the corresponding banks*

Supporting documentation required. For Example:

* Statement from an independent account supporting source of funding
* Letter from a reputable international bank supporting your funding statement

***Note:***  *The level of funding for your application will need to support around 30% of unencumbered equity in the resultant company*

1. **Applicant’s Real Estate / Existing Facilities Status (Property / Lease, Land / Buildings)**

***Note:*** *indicate list of real estate and other existing facilities in property with assed values and usage purposes*

1. **Applicant’s Existing Investment Projects**

***Note:*** *indicate facilities under construction (by brands) and any other non-automobile investment projects (land in property (sq m), usage purpose, investments, etc)*

1. **Sales Performance (Automotive)**

***Note:*** *indicate sales performance per brand basis for the last 3 years and full year sales target for present year*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Brand** | **2016** | **2017** | **2018** | **FC 2019**  |
|  | 0 | 0 | 0 | 0 |

1. **Turnover & Net Profit**

***Note:*** *indicate group’s annual turnover (Eur) in the last 3 years with breakdown by brands and non-automobile businesses; the group’s total net profit and its share to reinvest into automotive business*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|   | **Brand** | **2017** | **2018** | **YTD 2019** |
| Turnover |  |  |  |  |
|  |  |  |  |  |
|  | TOT automotive turnover |  |  |  |
|  | Non-automotive turnover |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  | TOT Net Profit automotive |  |  |  |
| Reinvestment in Automotive business |  |  |  |  |
|  |  |  |  |  |
|  |  |

**Brief Information about the Region**

1. **Region General Overview**

***Note:*** *indicate region general data (historical background, population, geographical position, etc)*

1. **Economic / Political Situation**

***Note:*** *indicate key regional macroeconomic KPIs (GDP, CPI, unemployment rate, inflation rate, etc), brief social and economy data, major industries, population income, general political situation*

1. **Major Shopping Centres & Retail chains (Commercial Activity)**

***Note:*** *indicate main shopping centres and points of luxury in the region*

**Market Size & Shape**

1. **Brief Market Synopsis and Future Development (Forecast)**

***Note:*** *indicate new passenger car market development situation (2016-2018), development of import volumes (2016-2018), market forecast 2019*

1. **Premium / Luxury Car Park (Registrations)**

***Note:*** *indicate number of vehicles representing premium & luxury foreign brands (by brand) registered in the region. This should include car park data showing the number of Bentley (all), Rolls-Royce (all), Maserati (all excl. Ghibli), Porsche 911 Turbo/Turbo S, Porsche Panamera Turbo/Turbo S, Porsche Cayenne Turbo/Turbo S, Mercedes-Benz S-Class (S600, S63 AMG sedan/coupe, S-Class Maybach of all kinds), Mercedes-Benz G-Class (G63 AMG). Mercedes-Benz GLS/GLE-Class (GLS63/GLE63 AMG), Range Rover Supercharged V8, BMW 7-series (750Li / M760Li), BMW X5M/X6M, Audi A8 (W12/S8), Audi SQ7, Ferrari (all), Aston Martin (all), Lamborghini (all) with breakdown by age:*

|  |  |  |  |
| --- | --- | --- | --- |
| **BRAND** | **MODEL** | **PARK (2012-2017)** | **PARK (ELDER 2012)** |
| BENTLEY | CONTINENTAL GT / GTC |  |  |
| BENTLEY  | FLYING SPUR |  |  |
| BENTLEY  | MULSANNE |  |  |
| BENTLEY  | BENTAYGA |  |  |
| ROLLS-ROYCE | PHANTOM  |  |  |
| ROLLS-ROYCE | GHOST  |  |  |
| ROLLS-ROYCE | WRAITH  |  |  |
| MASERATI | ALL (EXCL. GHIBLI) |  |  |
| PORSCHE | 911 (ALL) |  |  |
| PORSCHE | PANAMERA (ALL) |  |  |
| PORSCHE | CAYENNE (ONLY TURBO) |  |  |
| MERCEDES-BENZ | AMG S63 SEDAN/ COUPE |  |  |
| MERCEDES-BENZ | AMG GT / SLS |  |  |
| MERCEDES-BENZ | AMG SL63 |  |  |
| MERCEDES-BENZ | AMG G63 |  |  |
| MERCEDES-BENZ | AMG GLS63 |  |  |
| MERCEDES-BENZ | AMG GLE63 |  |  |
| BMW | X6M |  |  |
| BMW  | X5M |  |  |
| BMW | 7-ER (750Li, M760Li)  |  |  |
| RANGE ROVER | SUPER CHARGED V8 |  |  |
| AUDI | A8 (W12 / S8) |  |  |
| AUDI | Q7 (W12 / SQ7) |  |  |
| ASTON MARTIN | ALL |  |  |
| FERRARI | ALL |  |  |
| LAMBORGHINI | ALL |  |  |

1. **Premium / Luxury Car Sales Development**

***Note:*** *indicate regional premium/luxury market development situation (2017 vs 2018) in luxury sedan/coupe and SUV luxury segments by brand. This should include sales data showing number of Bentley (all), Rolls-Royce (all), Maserati (all excl. Ghibli), Porsche 911 Turbo/Turbo S, Porsche Panamera Turbo/Turbo S, Porsche Cayenne Turbo/Turbo S, Mercedes-Benz S-Class (S600, S63 AMG sedan/coupe, S-Class Maybach of all kinds), Mercedes-Benz G-Class (G63 AMG). Mercedes-Benz GLS/GLE-Class (GLS63/GLE63 AMG), Range Rover Supercharged V8, BMW 7-series (750Li / M760Li), BMW X5M/X6M, Audi A8 (W12/S8), Audi Q7 W12/SQ7, Ferrari (all), Aston Martin (all), Lamborghini (all)*

1. **Competitive Environment:**

***Note:*** *indicate information about other franchises in premium / luxury segment in your region*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Brand** | **Company** | **Holding company** | **Official dealer /****other status** | **Showroom (sq m)** | **Dealership format** |
| JLR |  |  |  |  |  |
| BMW |  |  |  |  |  |
| Mercedes-Benz |  |  |  |  |  |
| Rolls-Royce |  |  |  |  |  |

1. **Bentley Opportunities and Expectations (Volume Plan)**

***Note:*** *indicate estimated volume plan for Bentley in the next 5 years*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **model** | **2019** | **2020** | **2021** | **2022** | **2023** |
| **Continental GT / GTC** |  |  |  |  |  |
| **Flying Spur** |  |  |  |  |  |
| **Mulsanne** |  |  |  |  |  |
| **Bentayga** |  |  |  |  |  |

**Your Business Proposal in Outline**

1. **Brief Launching Schedule (Timeframe):**

Design / CI plan

Earthwork/foundation

Steelwork erection

Technical opening

1. **Planned Dealership Area (investor assessment):**
* Location

Map showing site location vs key competitors and the main street

Photograph of the proposed site (min. 2 images)

* Showroom (sq m): \_\_\_ m2

Site plan of buildings and land

Floor plan showing internal set of the show room

Pictures of proposed facilities (min 2 images: exterior & interior)

* Workshop incl. spare parts warehouse (sq m): \_\_\_ m2, number of productive workshop bays: 2

Floor plan showing internal set of the workshop

Pictures of the proposed facilities (min 2 images: exterior & interior)

* Paint & body shop: (sq m): optional (sharing is possible)

Floor plan showing internal set of the paint & body shop

Pictures of the proposed facilities (min 2 images: exterior & interior)

**For Applicant’s Reference:**

For general planning of the dealership area

Location: first line of the main street in premium and luxury environment

Showroom: min. 250 sq m or more, separate entrance and exclusivity (monobrand) are mandatory

General repair (mechanical) work shop: min. 350 sq m, min. 1 dedicated workshop bay 4.5 x 7.8 m for each productive employee (mechanic), wheel alignment, diagnostic and additional workshop bays sharing is possible

Body & paint shop to be equipped with min. 1 paint booth (option of sharing with other brands)

Spare parts warehouse area: min. 40 sq m, calculated as 20 sq m per one workshop bay including shared

Personnel workplaces, administrative premises (offices): according to Brand standards

If the existing premises are proposed without major construction work technical launch will normally be in 3 months after LOI signing

**List of Documents to be Attached**

|  |
| --- |
| * Corporate charter, certificate of legal entity registration, structure of the company/group of companies, founders information, etc
 |
| * Financial statement for the last 3 years (balance sheet, PnL statement, etc)
 |
| * Property confirmation statements
 |
| * Presentation in PowerPoint as per recommended format reflecting key economic KPIs and market data in your region
 |

**NOTICE**

In no circumstances will Bentley Motors Limited be liable for, or pay, any costs incurred by any company, group or individual in the preparation and/or submission of this application.

Bentley Motors Ltd does not bind itself to continue with any further stages of this application and reserves the right to reject the application at any time. The submission and/or receipt of this application does not assume acceptance nor give rise to any contract between Bentley Motors Limited and the applicant.

Once this document has been fully completed please send it to Bentley Russia (see address on page below) with all the requested forms.

Until requested documents have been supplied, Bentley will not consider your application complete.

**Contacts**

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