

News Release

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JCT600 Invests £700,000 in MINI Dealership



JCT600, one of the UK's largest independently owned motor groups, has expanded and revamped its MINI dealership in Bradford, doubling the size of its existing showroom to cope with demand.

Representing a £700,000 investment, the dealership has been redesigned to incorporate a reflective black interior with orange and lime green accent walls and furniture, offering a distinctive showroom synonymous with the MINI brand.

The MINI dealership located on Sticker Lane in Bradford, adjacent to the showroom of its sister brand BMW, has been expanded to showcase twice the number of cars of the previous showroom. A sleek new dedicated customer handover bay has been added, as well as upgrades to the storage and valeting building, and improvements to the used car layout and customer parking to the whole site.

Richard Hargraves, JCT600 brand director for MINI, said: "MINI is an iconic brand and its continued success has enabled us to expand our offering. The MINI Bradford dealership had an outstanding year in 2010, with retail sales 197 per cent ahead of target in the final quarter. This made it one of the top performing dealerships in the country."

MINI Bradford offers a full range of services including new and used car sales, servicing, parts and MOT and is the only authorised MINI dealer for the Bradford area.

“The project has taken just under six months to complete and the interior of the building has completely changed, not only in design but in size and space. It’s the perfect venue to showcase our products and provide the MINI experience customers look forward to with this distinguished brand,” added Mr Hargraves.

The new showroom sees Gordon Mee appointed as dealer principal at BMW and MINI and Claire Houghton as MINI sales manager.

For more information or for details on any of the models in the MINI range, please contact JCT600 on 01274 263600 or visit the dealership on 99 Sticker Lane, Bradford, BD4 8RU. Alternatively, visit the website at www.jct600MINI.co.uk.

Ends

Photography:

From left, Claire Houghton, MINI sales manager and Gordon Mee, dealer principal at BMW and MINI outside the expanded and revamped JCT600 MINI dealership on Sticker Lane in Bradford.