

**Date:** 25 September 2013

**JCT600**

## **Wakefield car dealership hosts classic Volkswagen display to celebrate opening of new showroom**



Following a £650,000 complete refurbishment, JCT600's Volkswagen dealership on Dewsbury Road in Wakefield is hosting an open day for customers in partnership with the Volkswagen Owners Club VAG Squadron which is celebrating its first anniversary.

The Yorkshire-based family car retailer is inviting customers to join them at the dealership on Sunday 6 October between 1pm and 6pm to see the new showroom as well as viewing over 75 classic Volkswagens which will be on display, courtesy of members of VAG Squadron which will also be holding an awards ceremony at the event. Customers will be able to enjoy a hog roast and refreshments and there will be a bouncy castle and face painting for the children.

"The refurbishment has completely transformed the showroom and we're really excited to show customers our fresh, updated look and the fantastic new facilities they can now enjoy," said Lee Inman, general manager at Volkswagen Wakefield. "The showroom has been designed to make every visit as pleasant as possible for customers and their families, from friendly staff greeting them at the new reception to a café bar and special hospitality areas for business people and play areas for children. There are also fixed iPads positioned at every car to make it easier for customers to browse the vehicle specification.



media relations and profile

“It’s great to be joining forces with VAG Squadron so we can reminisce about some of Volkswagen’s classic vehicles from years gone by whilst also appreciating the company’s brand new retail concept and its latest stylish models.”

Work started on the refurbishment back in May and incorporates Volkswagen’s very latest retail concept as well as extending the showroom area to house 10 vehicles. As well as having a more modern feel and being more spacious, customers will also benefit from upgraded facilities including a coffee bar, a business lounge, children’s play areas and a heritage area. The exterior has been improved with new signage and an enhanced customer entrance. The refurbishment work was carried out by APP Construction from Leeds.

Volkswagen Wakefield offers a full range of new and used vehicles as well as service and maintenance facilities.

- Ends -

**Shot 1 shows (L to R):** The team at JCT600’s Volkswagen dealership in Wakefield: Andrew Ramsey, parts manager; Andy Shackleton, sales manager; Tony Frost, service manager; and Lee Inman, general manager.

**For further press information, please contact:**

Susan Reid on (01423) 56 99 99 or [susan@appealpr.com](mailto:susan@appealpr.com)