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JCT600

## **Customers celebrate refurbished showroom for Mercedes-Benz of Sheffield**



More than 200 guests joined JCT600 in Sheffield last night (12th October) to celebrate the opening of its Mercedes-Benz showroom at Meadowhall following a £1m redevelopment.

The opening is the culmination of a five month project which sees the high profile Sheffield Road dealership undergo a complete internal refurbishment to incorporate the latest Mercedes-Benz branding and digital integration. Incorporating the Mercedes-Benz 'boutique-style' showroom design, it features a new dedicated AMG showroom, as well as luxurious areas where customers can relax in a lounge or work at a coffee bar and sales or service staff will come to them.

There is also a specially designed kids zone, complete with iPads and game station, a designated AMG Centre and a service facility. In addition, the 'smart at Mercedes-Benz Sheffield' showroom displays a wide range of cars from the smart brand.

The showroom features low cost and sustainable energy initiatives including a 'smart' wireless energy management system and LED lighting, in line with the company's sustainability policy.

The extended Mercedes-Benz dealership offers a 20 new car showroom as well as display space for over 80 used vehicles.

Howard Jessop, head of business for Mercedes-Benz of Sheffield, said: "Due to the success of the Mercedes-Benz brand in recent years, the showroom needed to be extended and updated to bring it in line with the sophisticated vehicle range developed by the marque over the last three years.

“This prestigious new facility is very customer-focussed with Mercedes-Benz’s latest retail concept aiming to offer comfortable, more intimate surroundings to give the best possible experience to anyone visiting us, whether customers choose to relax and enjoy a coffee or prefer to use their time to carry on working.”

JCT600 marked the occasion with an opening party for customers on 12<sup>th</sup> October with the theme ‘An evening of luxury’. As well as displaying some of the very best Mercedes-Benz vehicles from the latest AMG models to some dating back to the 1940s, a range of businesses were on hand including Mix and Twist which provided champagne and cocktails; Temperance Spirit Company; and Delivita. There was also a wine tasting as well as the opportunity to shop from many luxury brands.

With its head office in Bradford, JCT600 is a family business with 50 dealerships throughout Yorkshire, the North East, the Humber, Derbyshire, Lincolnshire and Nottinghamshire. It sells 18 of the world’s most respected brands such as Aston Martin, Audi, Bentley, BMW/MINI, Ferrari, Maserati, Mercedes-Benz, Porsche, Vauxhall and Volkswagen.