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JCT600

JCT600 welcomes customers to celebration of style and luxury at its re-developed Mercedes-Benz dealership in Harrogate



Customers of JCT600 were able to enjoy an ‘evening of style and luxury’, supported by a number of local businesses, at a special event to celebrate the opening of the Mercedes-Benz dealership in Harrogate after a £2m investment.

More than 250 guests attended the event where they were able to view the latest stylish Mercedes-Benz models as well as a display of luxury products from a number of local businesses including ladies clothing company Kit and Kaboodle, gentlemen’s outfitters Rhodes Wood and the finest Yorkshire produce from Weetons of Harrogate. Guests were also able to enjoy freshly baked pizza in DeliVita wood fired ovens, plus cocktails from Mix and Twist , as well as coffee from artisan coffee roaster Frasers Coffee and live entertainment from a jazz band.

The event marked the official opening of the Mercedes-Benz dealership on Leeds Road following a six month project to undertake a full internal refurbishment as well as extending the site and carrying out extensive landscaping.

The new environmentally-friendly showroom incorporates the very latest Mercedes-Benz branding and digital integration as well as many external site improvements. The enlarged dealership now has capacity to showcase 55 pre-owned vehicles as well as an eight car showroom for new vehicles and a dedicated handover lounge with feature lighting and a sound system. In addition, a new standalone car valeting department has been created to ensure the highest quality of vehicle finish for both sales and



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service customers. There is now space for 12 car demonstrators and the total number of parking spaces has seen a significant increase to a total of 118.

Jamie Taylor, head of business at Mercedes-Benz Harrogate, said: “With its prime location on the main gateway into Harrogate from Leeds, we wanted to create an eye-catching, stylish showroom, set in landscaped grounds, which does justice to Mercedes-Benz’s stunning range whilst also enabling us to expand our facilities and make a visit an even better experience for our customers.

“We are very proud of the results and wanted to celebrate with our customers by inviting them to join us for cocktails and snacks while browsing some of the luxury items on offer from Yorkshire businesses including some of the finest clothing, local food produce and much more.”

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.