

Co-operative Financial Services



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News Release

Porsche roars successfully into Leicester

A new Porsche car dealership has opened in Leicester – the first Porsche dealership to open in Leicestershire for over 20 years.

The new £5.5m facility is off Thurmaston Lane, Hamilton and was built specifically for Porsche Leicester. Porsche Centre Leicester is built on a 2.2acre site housing a sales, service and parts dealership with a 25 car showroom, a workshop with nine vehicle ramps, a specialist MOT work ramp and parking for over 100 cars.

The Co-operative Bank's Corporate Banking Centre in Birmingham has provided additional working capital for the new franchise, including a new Porsche boutique shop due to open onsite early next month.

Porsche Leicester is the fifth car dealership to be added to Nick Whale Holdings Ltd's portfolio. The holding company owns Porsche, BMW, Mini and Lotus franchises across the Midlands in Warwick, Stratford on Avon, Solihull and Bromsgrove.

Richard Grout, Head of Porsche Centre Leicester said: "Everyone is very excited to see Porsche return to Leicester after over 20 years and we are looking forward to putting such an iconic brand back on the map in Leicestershire.

"Our Porsche technicians have over 10 years experience and we have sales executives with over 20 years experience so we're able to deliver the absolute best service for our customers."

Chris Sallnow, Senior Corporate Manager at The Co-operative Bank's Birmingham Corporate Banking Centre said: "Having Porsche in the heart of Leicester is great news for the city and the wider region. It's creating a real buzz around the area and on the basis of their impressive business plan, they look set to enjoy great success."

Porsche Centre Leicester offers free collection and delivery for service or warranty work and free office drop off.

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Photo caption: Chris Sallnow, Senior Corporate Manager at The Co-operative Bank's Birmingham Corporate Banking Centre

Notes to Editors:

- ISDN facilities are available for broadcast media interviews on 0161 827 5793.

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