

Lookers show confidence in the car market with a newly refurbished VW facility in Newcastle

A gathering of excited Volkswagen enthusiasts has helped mark the official opening of Lookers Volkswagen following a £1.6 million refurbishment.

(PRWEB UK) 19 July 2016 -- The modernised dealership focusses on enhancing the customer experience, with a showpiece 2 lane drive-through that allows customers to drive straight into the building without having to worry about parking.

It also includes 50 high quality used vehicles on display around the premises, leading to a further 40 cars in the used car showroom, followed by a display of 17 new vehicles.

John Cuthbertson, Operations Director, said: “With over 20 years of trading business on the site and with thousands of happy customers you can be sure that Lookers VW will continue to offer a friendly, approachable, warm and welcoming atmosphere when our customers arrive at Lookers VW Scotswood Road. This new ultra-modern site is one that is truly fit for today’s sophisticated consumer and reflects the forward thinking and customer centric values of Volkswagen manufacturer and Lookers as one of the leading car retailers.”

The site also embraces the very latest technology such as Apple TVs that allow customers to customise cars to their exact requirements.

Every measure has been taken to make the customer feel at home, including relaxed seating areas and a customer coffee bar with ‘workstations’ that allows IT devices to be charged via USB & 240v sockets. In addition to the new drive-through facility, over 40 customer parking spaces are also available.

John Cuthbertson, Operations Director, commented, “Lookers will continue to invest in the VW brand and the other marques in our portfolio of cars. We have over 160 dealerships across the UK supporting our customers and keeping them and their families on the road.”

2016 has been a great year for the UK car industry with over 1½ million cars being built. The car industry also provides jobs to more than 800,000 people and contributes more than £15bn to the UK economy. The UK is headquarters to seven mainstream manufacturers, eight premium manufacturers, seven Formula One teams, six design studios, 13 R&D centres and over 100 specialist brands, all here because the British workforce are highly skilled and have adopted flexible working practices.

Lookers VW, Scotswood Road will continue play a small but significant part in keeping its customers on the road while driving the regional, UK and European economy.

The opening of Lookers VW Scotswood Road tops a great week for the company. Lookers picked two of the most prestigious awards at the Motor Trade Awards winning ‘Dealer of the Year’ and Andy Bruce, CEO, won ‘CEO of the Year’. The awards are a clear indication that Lookers is a market leading innovative car retailer.



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