**Stratstone unveil plans for state-of-the-art Mercedes-Benz showroom in Huddersfield**

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Work is underway on a £2m project to transform Mercedes-Benz of Huddersfield into a state-of-the-art automotive retail facility.

The development, set to be completed mid-2022, will create a market-leading showroom showcasing the latest technology across the Mercedes-Benz Range. In addition to enhancing the customer experience, the cutting-edge facility will make it easier for customers to explore and purchase their new Mercedes-Benz.

The work marks the first phase of Stratstone’s retail transformation programme across eight Mercedes-Benz sites in West Yorkshire and West of Scotland; designed to create enhanced facilities for those who visit or work there.

Customers will benefit from a bright and modern showroom space, which will include a 18-screen horizon wall and dedicated interactive space where vehicles can be configured.

Two new internal handover bays will allow Stratstone to create an exceptional personalised experience for each customer whilst demonstrating the full benefits of their new vehicle.

Outside an additional four high-capacity rapid chargers will be installed to support the ever-growing Mercedes Benz EQ range, along with updates to the façade and forecourt to enhance kerb appeal.

Improvements are also being made across Associate welfare areas and office spaces in order to create a superior working environment.

Enabling works at Mercedes Benz Huddersfield start this week, with the first phase of the project due to begin on 22 November.

A second phase lasting a further 29 weeks is due to begin in May 2022, which will see the complete refurbishment of the former smart area. These works have an estimated handover date of June 2022.

Bill Berman, Chief Executive Officer of Pendragon, owners of Stratstone, commented: “We are pleased to unveil the plans for the re-development of our Mercedes-Benz location in Huddersfield. The work marks an important milestone in the planned transformation of our Mercedes-Benz sites in West Yorkshire and West of Scotland. We are committed to the communities in which we serve and by investing in the re-development of these sites we will be creating job opportunities for local people not just in Huddersfield, but throughout West Yorkshire and West of Scotland. We look forward to customers and Associates alike enjoying these state-of-the-art facilities when the project reaches completion next year.”

The site located on Trident Business Park will remain open and available to existing and new customers throughout the redevelopment. During phase 1, the reception and customer waiting area will relocate to the former smart showroom (to the left of the main building).

For further details on the services available at Stratstone Mercedes-Benz please visit: [www.stratstone.com/mercedes-benz/](http://www.stratstone.com/mercedes-benz/)

**ENDS**

**For further information, please contact:**

PR & Communications | T: 01623 725390 | E: press.office@pendragon.uk.com

Notes to editors

Mercedes-Benz new C.I. is being rolled out into the Mercedes-Benz Retailer Network over the next few years. Each of the 29 market Areas will have at least one refreshed site by the end of 2023. Mercedes-Benz of Huddersfield is one of the first UK sites to be undergo transformation as part of Mercedes-Benz ‘MAR2020’ programme. Mercedes-Benz of Giffnock will be the next Stratstone project in Q1 2022 followed by the other Stratstone Mercedes-Benz sites.

**About Stratstone**

[Stratstone](http://www.stratstone.com/) is the UK's premium automotive retailer, representing manufacturers including Aston Martin, BMW, Ferrari, Harley-Davidson, Jaguar, Land Rover, Mercedes-Benz, MINI, Porsche and SMART. Established in 1921, Stratstone continues to offer outstanding service across its range of premium new and used vehicles alongside expert aftercare services.