

# Poole Audi's New Centre Sign Off

Published: October 21, 2016

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Online version: <https://www.wheels-alive.co.uk/poole-audis-new-centre-sign-off/>



Audis Galore... The new 8,300 sq.ft Poole Audi Showroom.

## Poole Audi's New Centre Sign Off

Audi AG, the brand's global head office, has given the final sign off to Poole Audi's new £14.5m centre on Old Wareham Road in the Dorset town.

The new centre, which occupies a 4.5 acre site, took 14 months to build, and was officially



opened to its customers in August (to read about this sensational state-of-the-art centre, please [CLICK HERE to see our Wheels-Alive coverage](#)).

After two months of trading, the German marque's architect, Jurgen Sichau, visited the centre for final sign off. He was highly impressed by the outstanding facilities throughout the building, including a beauty salon, gym and lounge area, which would not be out of place at a five star hotel.

Jurgen said: "Poole Audi is probably one of the very best Audi Terminals in the world. A remarkable project of top level quality."

Poole Audi's Head of Business, Mark Laming, said: "To have such incredible feedback from Audi AG is truly something to be proud of, and it really reflects all of the vision and hard work that has gone into the new centre.

"We were determined to raise the bar for customer experience and the initial feedback we have received has been excellent. This has been backed up by very good sales with a record period in August and September."



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[Poole Audi's impressive 24 bay workshop.](#)

Poole Audi - part of the Ocean Automotive Group, is now located on Old Wareham Road in Poole. The company employs over 251 staff in total in its five businesses, of which 110 work for Poole Audi.

#### NEW ASSISTANT MANAGER FOR POOLE AUDI

A further positive development at Poole Audi has been the appointment of a new Assistant Manager, Danny Turley, 37, who has been with the company for over 12 years.





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Danny started at Poole Audi as a sales executive in 2004, and moved up to Used Car Sales Manager in 2008.

His new role allows him to stay in touch with his customers, further to that he can now work with the whole Poole Audi sales team, in both new and used car sales, of which there are 16.

Danny's internal promotion has coincided with the business's recent move into the brand new 4.5 acre, £14.5m Audi Centre on Old Wareham Road.

Danny said: "This is a fabulous promotion for me - I can still deal with my customers and pair this with the experience I have of Poole Audi and its business values, and I can continue to deliver service of the highest level".

"Poole Audi is an incredible place to work and now we are in the new centre, these state-of-the-art facilities really enhance that high level of customer service delivery."