Volvo Cars Poole moves to new premises

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Artist's impression of Volvo Cars Poole new premises.

Onwards and Upwards... New Move and New Model for Volvo Cars Poole.

Dorset's authorised Volvo retailer, Volvo Cars Poole, is expanding into new, luxury premises. Established in 2015, the company, which is owned by Ocean Automotive, has outgrown its current showroom at Holes Bay in Poole and is moving into a purposely-refurbished new showroom and workshop on Ringwood Road on Monday 26th February.

The new spacious 1.5 acre showroom will boast a display of eight new vehicles, and the workshop will be able to service 12 vehicles at any given time in comparison to three

previously. Further to this the customer experience will be one of luxurious space and the 12-strong sales team will work from a fresh, Swedish-inspired environment.

To coincide with the relocation, customers visiting the new facility will be some of the first in the country to experience the new Volvo XC40 – the much-anticipated compact SUV, which joins the award-winning XC90 and XC60.

Volvo Cars Poole director, James Litton, said: “The time had come whereby we had to move to improve the customer experience and choice within our showroom. While the new showroom is not far from our original home, it is more central, there is improved parking for customers, and we have a covered vehicle handover bay and extensive valeting facility which are two improved areas that we previously didn’t have!

“The timing of the XC40 launch is such an advantage too, it couldn’t have worked out better for us. Customers visiting the new site will have the opportunity of exploring Volvo’s newest model, which operates from a brand new platform, plus of course choosing from over 60 approved used Volvo Selekt vehicles that we will have on display as well.”

The new showroom is one of Volvo’s latest Retail Experience Centres, and will be home to the 40 staff members.