

BENTLEY MOTORS LIMITED

Registered Office: Pyms Lane, Crewe, Cheshire. CW1 3PL. England

To whom it may concern

We at Bentley have used **apd** in three areas of business.

- **apd** are engaged in creating and developing a pan-global Dealer Composite Programme for Bentley dealers worldwide . This has involved working closely with our Business Development team here at Bentley and also our Regional teams in the UK, Europe and Asia Pacific to develop a format and structure that not only delivers the Programme to a very demanding brief from Bentley, but also takes into consideration the cultural aspects of how business is conducted in various markets around the globe.
- **apd** have also been tasked with developing a budget/viability financial modelling tool to assess dealer viability and new applicant suitability. Again this has been developed with full consideration of a global application and will allow Bentley to project a dealer's viability over a 5 year period, enabling us to more effectively plan network strategies and focus on the viability of marginal dealer representation.
- Finally **apd** have designed, and delivered a Financial Awareness course for Bentley management worldwide encompassing dealer viability, key financial ratios, KPI understanding and a further understanding of dealer financial structures that will help our managers better understand the financial pressures our dealer networks operate under and how best to support their performance.

We have found that during this work, **apd** have performed in a professional, competent and knowledgeable manner. Their commitment to the projects has been excellent and we have found their involvement extremely useful and beneficial to the development of our Business Management strategies.

Ged O'Neill

Network Planning Manager - Worldwide

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