

# New car launched at Edinburgh dealership



**A night of stars and cars as Peter Vardy unveils the stunning new X5 at newly-refurbished Edinburgh dealership**

A star-studded line-up of celebrities and sports personalities toasted the latest in luxury driving last week as the Peter Vardy automotive retailing group unveiled both its stunning newly-refurbished Edinburgh BMW dealership and the brand new addition to the BMW range at a fabulous red-carpet event.

Rangers legend Ally McCoist hosted the glittering occasion which allowed valued clients at the Peter Vardy BMW dealership in Scotland's capital an exclusive preview.

**Luxury car lovers** were treated to the first sight of the stunning new **X5**, the German giant's new SUV for 2014.

**Fashionistas** got front-row seats at a hot-ticket catwalk fashion show by sexy, modern, iconic and design-led Reiss, the global brand which, like BMW, has an uncompromising commitment to innovative and original products fusing exceptional design and quality.

**Foodies** were catered for as well, with champagne and canapes specially created by award-winning chef Tom Lewis, of the Monachyle Mhor Hotel, one of the stars of BBC TV's Great British Menu.



Specially invited guests were met by a piper and enjoyed a

cocktail reception with specially-created drinks before mingling with well-known faces from the worlds of Scottish football, Scottish rugby and television.

But, of course, with BMW, the cars are the stars and guests at the sparkling state-of-the-art showroom at 19 Seafield Road East in Edinburgh were given the opportunity to book a test drive in the new models.

The **2014 X5** – which was an instant sales success on launch in 2000 – is lithe and light (200 lbs lighter, in fact) and, for the first time the range includes a rear wheel drive model. Its dramatic new styling has a positive effect on aerodynamic performance.

Peter Vardy, the company's chief executive who welcomed the celebrities and guests and unveiled the new models, said: -“It is a great pleasure dealing with cars as rewarding as BMWs – and the discerning people who drive them.

“The modern BMW package is a subtle composite of cutting edge technology and stunning design. The 2014 X5 is the latest in a long line of exceptional successes.

“We have enhanced significantly our premises to give them a more contemporary feel and are very proud of our new, state-of-the-art indoor handover bays, which provide customers with an exceptional audio-visual experience when they collect their new cars.

“We are pleased, too, with our all -new consultation areas where customers can relax while specifying their new vehicles. Refreshments are also available from our new Isetta bar where they can get coffees and even fresh non-alcoholic cocktails.

“We had a wonderful launch event and were delighted to introduce regular and new customers to a new era in BMW driving pleasure.”

