

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.”

