



# Medi@ Rele@se

## Embargo:

**NOON THURSDAY 22<sup>ND</sup> NOVEMBER  
2007**

## Release Date:

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**LUXF@tor Contact Name:**

Michael D. Finch

**LUXF@tor Direct email:**

Michael@luxfactor.co.uk

**LUXF@tor Contact Direct Number:**

0845 3700589

## PHOTO' OPPORTUNITY:

**11:15hrs, Thursday November 22<sup>nd</sup> 2007,**

**BBC Personality Sally Taylor M.B.E. with Andrew Baker M.D. of White Rose, Petersfield and  
The Proud Owner of The 500<sup>th</sup> New Car Sold This Year.**

**White Rose Volkswagen, Petersfield, Station Road, Petersfield, Hampshire, GU32 3DJ**

### [COPY START]

As BBC personality Sally Taylor M.B.E. handed over the keys to the proud owner of a brand new VW Golf GTi, Managing Director of White Rose Volkswagen, Petersfield, Andrew Baker proudly stated:

"It's our 500<sup>th</sup> new car this year and still rising!"

"It certainly knocks the spots off the 100 cars we sold in 1985, the year I started as a salesman here. In fact we are hopeful to achieve almost 600 before this year is out."

Andrew stated that twenty-two years later, he is still selling cars to some of his original clients. White Rose Petersfield now employs some thirty-six staff with a combined total of 236 years of service!

"Following the £270,000 building investment in 2006, and the opening of the Used Car Centre in Stroud, 2007 is the best year yet for all sales, and we aim to be the No.1 in the UK for Customer Satisfaction for both Sales and Service."

"I am naturally grateful to my friend Sally Taylor for being able to squeeze this presentation into her packed daily schedule and we thank her for her time today."

### [COPY END]

### EDITOR'S NOTES:-

BBC Personality Sally Taylor M.B.E. will be the honoured guest handing over the keys to the owner and will be available for photographic opportunities with Andrew Baker M.D. of White Rose, Petersfield and The proud owner of the 500<sup>th</sup> new car sold this year.

The presentation will start at 11:15hrs, Thursday November 22<sup>nd</sup> 2007,

White Rose Volkswagen, Petersfield, Station Road, Petersfield, Hampshire, GU32 3DJ

Please conduct all enquiries and further information through LUXF@tor only and NOT the White Rose Switchboard.

### Facts & Figures:

Andrew Baker Started working for White Rose, Petersfield as a Salesman in 1985.

In that year 100 cars were sold.

White Rose Petersfield has held the Volkswagen Brand since June 1984 this was a joint franchise with Audi until 1990.

New Car Sales in 2006 were 436

White Rose, Petersfield is in the top 20% of Volkswagen retailers in the UK for Sales Customer Satisfaction

A £270,000 investment in 2006 expanded the sales areas

The Used Car Centre was opened in Stroud in February 2004

White Rose Petersfield aim to be the No. 1 UK Sales and Service Volkswagen dealership.

**Medi@ cont@ct Number:**

**0845 3700 589**

**Em@il:**

**media@luxfactor.co.uk**

**@ddition@l Inform@tion vi@:**

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