



Press release

A.R.T. now in China with general agency and 1st showroom

Since June 2014, Chinese customers have been able to obtain the products, advice and services of German premium SUV tuner A.R.T. directly, at a new general agency in Dalian, China.

Nuremberg August 4, 2014 –, Nuremberg premium auto customizer A.R.T. opened its first general agency in China in mid 2014, called **Dalian A.R.T. Automobile Technology Co. LTD**. On June 22, 2014, the first **A.R.T. showroom** was ceremoniously opened for customers at the company's location in Dalian. The seaport of Dalian is an industrial and trade capital with a tradition, located approximately 500km east of Beijing. Numerous European companies have a location there. A.R.T., too, is hoping this presence will boost the spread of its brand across the Asian region. In the near future, A.R.T. plans to open further showrooms in other Chinese cities and thus establish a reliable dealer network.

The grand opening of the sumptuous Dalian general agency was attended by A.R.T.'s management from Germany and China, and many guest customers and representatives from the press. Event highlights included presentations by **A.R.T. CEO Imre Arva** on the history and importance of A.R.T. Germany und **Dalian A.R.T. Automobile Technology Co. LTD CEO Mr. Rio Chan** from China. To underscore the arrival of German identity to this location in Dalian and for the enjoyment of the assembled guests, a presentation of German wines with tasting and a barbeque with typical German specialties was also provided.

With immediate effect, the attractive general agency in Dalian offers a center for Chinese customers of luxury vehicles who are interested in high-quality customized premium SUVs and products from the



A.R.T. brand. Pleasantly designed reception areas and meeting rooms, a VIP lounge, the agency's own upholstery shop, a modern workshop with 12 employees for painting, bodywork, assembly, and vehicle care, a storage and shipping department, as well as offices for the management are housed on three stories. In the showroom itself, all customizing products of the A.R.T. brand are displayed, mounted on new top-quality vehicles of the brands Mercedes-Benz, Land Rover, Porsche, and BMW, giving the customer a comprehensive view of A.R.T.'s wide product range offered and the high quality standards of this certified German company. All components can be purchased locally and mounted by an expert service team. The A.R.T. showroom is now open for customers Monday to Sunday, from 8:30 am to 5:30 pm.

More information is available locally from: **Dalian A.R.T. Automobile Technology Co. LTD**, 481 Jiafang Road, Zhongshan District, 116013 Dalian, China, Mr. William Gao, phone: +86 (0)411 6288 7777, cellphone: +86 186 4282 0785, fax:+86(0)411 6699 3088; william@art-tuning.cn

The A.R.T. tuning gmbh was founded back in 1986 in Nuremberg and since then has been owned and managed at this place by Mr. Imre Arva. The company has established itself as a leading specialist for the tuning of exclusive vehicles, especially the SUV models.

In addition to the corresponding vehicle series from Mercedes-Benz also Porsche and Range Rover will be refined by A.R.T. by complete refinement packages, each with extensive ranges of aerodynamic components, exhaust systems, interior in leather and Alcantara, special modifications, lighting systems, business equipment and alloy wheels. The A.R.T. program for the X5 from BMW will be presented in the next few days. The marketing of the products is worldwide, mainly in Japan, China, Russia, USA, UAE and of course in Germany.

For more information: A.R.T. tuning GmbH, Am Keuper 3, 90475 Nürnberg, Germany, Tel: +49-9128-92 500, www.art-tuning.de

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