

PRESS RELEASE

Bentley Motors chooses e:CLS for its After Sales Information Management - empolis and arvato services continue to affirm their leadership in the automotive market

Guetersloh, Germany – February 6, 2008

Bentley Motors, the prestige automaker that is part of the VW group, today announced that the empolis Content Lifecycle Suite (e:CLS) has been selected as the platform for the new Bentley authoring environment, called Bentley Authoring System (BAS).

BAS will be used to manage all technical information that Bentley distribute to their 155 worldwide dealers, including training information and service information.

Bentley selected e:CLS after a 10 month evaluation period of 12 different Component Content Management Systems. e:CLS was selected due to the high level of out-of-the-box functionality, which will enable a very short roll-out time and enable Bentley to get return on their investment quicker.

Mike Morris, Head of After Sales for Bentley, said “We chose e:CLS because it fits right into our existing IT landscape, enabling us to get up and running with the system very quickly. At the same time, e:CLS also offers us the chance to scale up and out in terms of additional content sets and departments inside of Bentley over the coming years as more and more of our content moves to XML”.

empolis’ sister company, arvato services, are responsible for implementing the BAS system at Bentley, and integrating BAS with the existing after sales systems within the VW group.

Ulli Kreidner, Department Head at arvato services, said “arvato services are pleased to have been selected to implement the BAS system at Bentley. arvato services are a key supplier of IT skills to VW, and the BAS project will strengthen the VW and arvato relationship further”.

About empolis

empolis – The Information Logistics Company – a subsidiary of arvato AG, offers enterprise content and knowledge management solutions for company-wide information logistics and for improving business processes. As a full service supplier, empolis delivers everything from consulting, design and creation to implementation of solutions – from a single source.

About arvato services

arvato services, a subsidiary of arvato AG, is the leading service provider for every aspect of effective solutions in the fields of Customer Communication and Supply Chain Management in Europe and non-European markets. arvato services offers one-stop shopping concepts to its customers for CRM-/SCM-Consulting, Customer Loyalty, Data Management, Lettershop, Customer Service, Logistics and Finance, supported by IT-solutions. More than 28,000 arvato services employees serve the customers of their customers worldwide.

About Bentley Motors

With its combination of modern technology, craftsmanship and bespoke capabilities, Bentley occupies a leading position in the luxury vehicle market, worldwide. Bentley is a prominent British vehicle manufacturer, with all of its production based at its factory in Crewe, England, where it employs a workforce of 3800 and a 500-strong engineering team.

With 2007 retail sales of 10,014 units worldwide, Bentley has just completed the best year in its history. A major component of this is its export business, with overseas income in excess of £745 million. Bentley has strengthened its presence around the world, in both emerging and established markets Overall volume grew by 7%, with increases in almost all major markets: +7% in the UK, +4% in North America, +7% in Europe, +18% in the Asia Pacific region, and +93% in China alone.

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