

Rolls Opening Another Moscow Showroom

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Vladimir Lenin's Rolls-Royce collection included one modified for winter.

ST. PETERSBURG — Rolls-Royce Motor Cars is opening a second showroom in Moscow, making the Russian capital one of two cities in the world with more than one dealership for the luxury cars.

Rolls-Royce chief executive Torsten Mueller-Oetvoes will open the new showroom in early July, the company said on its website.

New York also has two dealerships, and New Delhi will gain a second soon, according to Rolls-Royce's website.

Moscow has one of the highest concentrations of billionaire residents in the world among its population of at least 11.6 million.

Rolls-Royce sales in Moscow hit a record last year, doubling from a year earlier. And sales have had a "healthy" increase in the first half of 2012, the luxury-car maker said in the

statement, without giving numbers.

The company received orders for about 70 cars from clients in Russia in the last year, Vedomosti reported Thursday, citing an unidentified former employee of Moscow's first dealership.

Musa Motors, owned by London-based Inchcape, runs the first showroom, and Avilon was authorized for the second, which is set to open July 4 on Volgogradsky Prospekt.

Prices for Rolls-Royce cars in Russia start at 17 million rubles (\$517,000).

(Bloomberg, MT)

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