

# in with the new...

Carl Hartley takes us for a tour of the brand-new Tom Hartley showroom and the mind-blowing selection of cars inside.

Written by: Matt Parker



If you've ever been to the Tom Hartley showroom, whether shopping for a car or at one of the fantastic events they host for SCD, you'll know it's an amazing place to be; behind closed doors to the outside world and crammed full of the world's best cars, super, hyper and classic. In recent times though, they have outgrown that showroom and wanted to create something new and truly special. As soon as the new showroom was open for business, we met up with Carl Hartley for a tour.

"We had a vision three years ago, we sat down and talked about what we were going to do and how we were going to do it. We don't live in the past, old-fashioned things, old-fashioned styles are not really us", Carl tells us, "We're modern, so we wanted a state-of-the-art, modern showroom, we wanted something so far above what anybody else has got".

We're surrounded by the likes of three Bugatti Veyrons, a Chiron, the hybrid hypercar holy trinity, two Carrera GTs and an Enzo in one section alone, and with cars of such a calibre, showing them off at their best is important. "We were very conscious when we were building the showroom that we need the cars to be displayed at their best form", Carl explains, "We're not experts, so we called experts in, we had lighting designers come in and do a whole plan. These lights were specially made for us to give off the reflections of the cars and show the curves of the cars".

Carl wants Tom Hartley to be more than just a dealership, he wants it to be a real experience to buy from here. "I want it to be a case of if someone comes here, they come here with their family, they have photos, they post pictures of them buying their car at Tom Hartley", Carl proudly proclaims.






Some might wonder if such a facility is really necessary, but for Carl, it shows what they're all about. "There were a few reasons why we invested so many million pounds in a new showroom. Yes we were getting by in the old showroom, some cars were outside and that wasn't ideal so we needed more space", he says, "You could go and get a unit for a couple of hundred grand, put 40 cars in it and you're sorted, but here, we're all about setting trends, setting examples and giving someone an experience that they won't forget. From the lake to the new showroom to the glass floors to the car lifts to the turntable, everything is a one-off experience."

As we peer through the glass floor, past the LaFerrari parked on it and down onto the floor below filled with even more cars, we have to be cheeky and ask Carl how much is in the showroom right now. "At the minute we're carrying around £23 million of stock, so if someone is coming to have a look at our stock which consists of £23 million of cars, where do they expect to see it? They expect to see it in the surroundings that we're in right now. We just give the people what they want!"

Carl is clearly proud of the new showroom and it's easy to see why. It's a vision that has become reality, and that reality is an outstanding space filled with equally outstanding cars, presented at their very best. Tom Hartley will be opening their doors to SCD members at their new showroom later in the year for an event not to be missed, so we hope to see you there! ●

 Watch our video on the new showroom  
[youtube.com/TheSUPERCARDRIVER](https://www.youtube.com/TheSUPERCARDRIVER)

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