



Old name is latest to arrive in UK dealerships

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Stuttgart-based Borgward Group AG has entered into a strategic partnership with the automotive sales specialist International



Motors and IM Group Ltd for the British and Irish markets.

Contracts are close to being finalised with IM Group's Nordic and Baltic businesses and a Memorandum of Understanding was signed on Wednesday to confirm their intention to import Borgward in the UK and Ireland.

Over the past three years, Borgward has consistently pursued a "go-west" strategy: starting in China, the manufacturer has since expanded into more than a dozen countries worldwide, including South East Asia, Russia and the Middle East.

In the summer of this year, Borgward also returned to its German home market. It made cars between 1924 and 1961 and its best seller was the Isabella of the 1950s.



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Now, in line with its WE. DRIVE. ZEITGEIST strategy, the forward-thinking German brand has re-invented itself with a luxury range of accessible premium SUVs.

The petrol-engine BX5 and BX7 are already available in Europe but the brand's intention is to sell electric vehicles once production starts on the BXi5 and BXi7.

UK models should go on sale in about a year's time.