

# Arden specialises in customising English cars

## German automobile manufacturer Arden

Automobilbau specialises in customising Jaguar and Range Rover cars. For more than three decades Arden has committed itself to upgrade English cars with Arden products. According to Jochen Arden, managing director, "Though all of our cars get the typical Arden look, the customer is free to individualise his vehicle according to the interior design options available, state-of-the-art multi media, custom paint finishes, exclusive alloy wheels and high performance upgrades. Arden has built an enviable reputation in providing the ultimate for the demanding Jaguar and Range Rover driver. And in the near future we plan to add a fine programme for Bentley and off-road cars."

Jochen Arden started his business in 1972 at the age of 21 at the premises of his castle which is currently undergoing a grand refurbishment and will reopen in 2011 as the Arden brand centre. From 1982 till 1999 Arden was one of the most successful dealers of Jaguar in Europe. At the same time it was improving the series vehicle because there was a serious demand for it. Jochen Arden said, "What used to be Arden's pioneer work later became a standard option. Right before the turn of the millennium Arden decided to concentrate on manufacturing individual and more exclusive cars only. In terms of experience Arden



Arden Jaguar XF AJ21

Automobilbau has a track record second to none. Customers from all over the world come for their individual upgrades in discreet consultations and benefit from the team's talents."

The factor behind Arden's success has been its fascination for the exceptional which Jochen Arden shares with his young and professional team.

According to Jochen Arden, "Years of racing experience have been transformed into development of outstanding technical upgrades and motor management. To satisfy the customer and to make his



Arden Jaguar XKR AJ20

dreams come true is the ultimate aim of Arden. A worldwide dealership in more than 20 countries supports this claim."

In the gulf region Arden has run serious test drives in order to adapt the high performance engines to the very hot and dry climate. This area is a key market for Arden and therefore Arden has taken part at the Dubai Motor Show. In the UAE Arden is represented by Prestige Cars International. The company welcomes new dealers in the gulf region.