

# CLASSIC DRIVER

## Classic Driver Dealer: Bramley



Although it deals exclusively in cars at the top end of the market, Bramley is no small-scale operation. From the company's two showrooms in Surrey and Kensington, it sells more than 300 motor cars per year: Aston Martin, Porsche, Rolls-Royce, Bentley - any marque, in fact, of exceptional quality.

"The great thing about Bramley is the wide selection we offer," says Simon Gregg, who purchased the long-established dealership back in April and subsequently embarked on a £400,000 refurbishment of the Surrey premises. "A typical client might be looking to buy a late used **Porsche** but he's also considering a **Mercedes**; or perhaps an **Aston Martin**. Normally that would mean a visit to three different outlets, whereas he can come to our Surrey showroom and look at maybe four or five examples of each."

The company's Surrey premises carry around 65 cars at any one time, some 30 of which are displayed in the heated, well-lit showroom, with the accompanying comfort of a new customer lounge. The emphasis is predominantly on **Aston Martin** and **Porsche**. Meanwhile, **Bramley**

**Kensington**, the London branch which Gregg owns in partnership with Graeme Hunt, specialises in **Rolls-Royce** and **Bentley** and displays an additional dozen cars.

An unusual aspect of the business is that Bramley offers new cars, as well as pre-owned. "We can supply new, UK specification **Porsches** brought in for our customers directly from Europe," explains Gregg, "while the **Aston Martins** go from really exceptional examples of the **DB4**, right through to the current **Vanquish S**, **DB9** and **V8 Vantage**."



This isn't the only unusual thing about Bramley. "Unlike many dealerships, we own 95% of our stock," Gregg continues. "Even main agents rarely have a decent budget to acquire used cars, so while they might sell someone three new Astons over a period of time, they won't be in a position to buy them back. Here, we always have a cheque for a car: it will be a genuine and immediate offer, and that's often what's wanted. The advantage to us is that by owning the cars, we have the control to prepare them to our own high standards. We use each of the cars' authorised service centres - for example, we've forged an extremely good relationship with Aston Martin Works Service - and we then give our customers peace of mind through our own Bramley warranty."

Bramley currently has three **Aston Martin DB5** restorations in progress, and owns a **DB5 Shooting Brake**, one of only 12, which has just been restored and subsequently won its class at the Aston Martin Owners' Club concours at Blenheim Palace. Also on display in the Surrey showroom is a recently-completed restoration of a **DB4 to GT specification**.

Bramley's Surrey showroom is open 7 days a week; Bramley Kensington is open Monday to Friday or at weekends by appointment.

Please click [HERE](#) to see all **Bramley's** cars for sale in the **Classic Driver** car database.

For further information on **Bramley**, please visit [www.bramley.com](http://www.bramley.com).

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**Bramley**  
**The Foundry,**  
**26 High Street,**  
**Bramley, Guildford,**  
**Surrey GU5 0HB UK**

**Tel: +44 (0)1483 898159**  
**Fax: +44 (0)1483 893925**  
**Email: [spg@bramley.com](mailto:spg@bramley.com)**

**Bramley of Kensington**  
**18 - 23 Radley Mews,**  
**Stratford Road,**  
**Kensington,**  
**London W8 6JP UK**

**Tel: +44 (0)1483 898159**  
**Fax: +44 (0)1483 893925**  
**Email: [graeme.hunt@huntandkeal.co.uk](mailto:graeme.hunt@huntandkeal.co.uk)**

***Text:*** Charis Whitcombe

***Photos:*** Bramley

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