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JLR Announces New Dealership In New Delhi



Tata Motors' Premier Car Division announced the appointment of AMP Motors as the new Jaguar Land Rover dealership in New Delhi, only the second outlet in the country beyond the first flagship store in Mumbai. The entire product range including the Jaguar XJ, XF, XK and the Land Rover Freelander 2, Discovery 4, Range Rover Sport and the Range Rover will now be available in New Delhi through AMP Motors. AMP Motors has set up two facilities in New Delhi – a centrally located boutique showroom at the premium Janpath area across Hotel Le Meridien and an integrated 3S – Sales, Service and Spares – facility at Mathura Road, the automobile high street of Delhi. Both facilities have been designed and constructed as per the latest Corporate and Dealer Identity Guidelines of Jaguar and Land Rover.

"The NCR region is a key market for premium cars and SUVs and we are happy to establish a footprint for the two iconic brands through a new dealership in the capital city of India," Mr. Rajiv Dube, President, Passenger Car Business Unit, Tata Motors, said. "Based on the encouraging response received so far on Jaguar and Land Rover vehicles in India, we are pursuing plans to expand our reach to other cities in the country," he added.

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