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Tata Motors Confirms Local Freelander Assembly



Tata Motors has confirmed that it will assemble Land Rover vehicles in India. The company will start by assembling 2000 units of the Freelander every year at its Chikhli plant near Pune. The CKD units will be imported from the JLR facility in UK. The local assembly will help Tata Motors reduce the price considerably and target a larger chunk of the growing SUV market.

"There is immense potential in the market and after selling JLR in India for more than a year, we have decided to assemble our cars here. The local assembly will start later this year, where we will produce all available variant of the Freelander," Tata Motors MD and CEO Carl Peter Foster said.

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