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# **Toyota India Launch New Concept Dealership**



Toyota India has announced the launch of its first ever futuristic concept showroom in India - Galaxy Toyota's 3rd showroom in Delhi, which has been designed along the lines of its brand new dealer facility concept 'DIVA' (Distinctive, Inviting, Value-added services, Advanced). Toyota is all set to embark on an ambitious network expansion plan, in tune with its plans to expand its product range in India. The DIVA concept has been designed with a view to Toyota's complete future product range – MPV, SUV, passenger car segment and the [upcoming compact car](#). This concept has been developed keeping in view the expected increase in customer footfalls at dealerships and anticipated change in customer profile.

The new concept 'DIVA' will set benchmarks in the automotive industry in India and will be implemented at all upcoming Toyota dealerships across the country. Toyota's new age dealerships will be more contemporary in looks, will cater to a more varied customer segment and will have increased functionality to handle larger customer volumes. They will also provide enhanced value-added services such as easier and quicker test drives and integrated value chain services all at one spot (exchange, registration, insurance and finance).

The new Galaxy Toyota showroom will be among the largest in the entire region. This ultra modern facility will provide services to customers in and around West Delhi and surrounding areas. The facility has an area of approximately 40000 sq ft. This includes a showroom of around 10000 sq ft, featuring new car display area, café counter, etc. The back office is around 5000 sq ft, including a luxurious customer lounge. The showroom has 25000 sq ft approximately of parking area which includes a hi-tech customer delivery bay.

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