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For Immediate Release

**BUYING LUXURY CARS GETS INTO THE FAST LANE
MANHATTAN AUTO GROUP OPENS FIRST ‘URBAN RETAIL CENTER’**

New York, NY – The finest restaurants. Ultra-luxury apartments. Chic boutiques.

New Yorkers are renown for being the most discriminating consumers in the world, yet buying fine automobiles in Manhattan has remained until now a utilitarian affair.

Enter the Manhattan Auto Group.

Determined to make shopping for a luxury car a luxuriant experience, the Manhattan Auto Group has completely renovated its sprawling facility at 787 11th Avenue. The result is a new state-of-the-art facility that will transform the way the affluent purchase automobiles.

Valet parking, a doorman, and concierge service...the first-ever indoor test track for Land Rovers...a rock climbing wall...virtual reality test drives... a café and restaurant – these are just a few of the ways that the Manhattan Auto Group plans to make browsing for a luxury car as exciting as owning one.

“A luxury car is a lifestyle choice, so shopping for one should capture the experience of what it would be like to own that particular vehicle,” said Gary Flom, President of the Manhattan Auto Group. “As the first of its kind urban retail center for automotive products and services, the newly-renovated Manhattan Auto Group will bring the brands we sell to life, and ignite the imagination of our customers.”

Brands sold at the Manhattan Auto Group include Jaguar, Land Rover, Ford, Lincoln/Mercury and Mazda. In fact, Manhattan Auto Group is the only facility that sells these five prestigious lines, and in addition, is the largest private dealership in the world.

While the new facility will be an elegantly appointed ultra-modern showcase, Manhattan Auto Group's commitment to customer service is decidedly old-fashioned. A full service hotel-style concierge will assist customers in all their needs, while sales representatives will be assigned to individual customers. Even the customer write up, pick up, and staging areas will reflect the unique qualities of the brand.

"New Yorkers are used to top quality service when they make any significant purchase, yet they have tolerated poor service from car dealers," added Mr. Glom. "By allowing each sales and service representative to work with a customer on an exclusive basis, we will provide our customers with attentive service and unparalleled satisfaction they demand and deserve."

Even the bricks in the building speak of gentler times, along with the glory days of the automobile. The building was constructed by the Packard Motor Car Company around 1928 and boasts a cobblestone test track on the roof.

Other architectural flourishes include a 30-foot high atrium, a circular balustrade, distinct showrooms for each of the brands, and an indoor off-road display.

The Manhattan Auto Group is the premier flagship automotive retail center in New York. Located between 54th and 55th Street at Eleventh Avenue, the center of Manhattan's automobile district, Manhattan Auto Group encompasses over four acres of luxury and sport brand retail space, and is home to the Jaguar, Land Rover, Ford, Lincoln, Mercury and Mazda New York showrooms. With retail areas designed to reflect the personality of each automobile's distinct brand, Manhattan Auto Group has reinvented the car selection and purchase experience, placing customer education and satisfaction at the forefront of their business operations. For more information, please visit www.manhattanauto.com.

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