



NEWS

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PRESTIGIOUS LAND ROVER AWARD PRESENTED TO LAND ROVER HARRISBURG

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Harrisburg, P.A., May 25, 2010 – Land Rover North America recently announced the recipients of the 2009/10 Land Rover Pinnacle Club Retailer Excellence award. Land Rover Harrisburg is among the select group of Land Rover retailers to achieve this prestigious award.

“Land Rover Harrisburg is dedicated to providing an exceptional experience to our customers,” says Butch Cohen, Dealer Principal. “Our entire team works very hard to achieve the Pinnacle Club award and is honored to be recognized as a leader in customer service and sales satisfaction.”

Land Rover Pinnacle Club winners are retailers who have demonstrated a commitment to excellence and the Land Rover brand. Evaluation was based on 60% customer satisfaction and 40% sales performance during the 2009 calendar year.

"The Pinnacle Club award annually honors the 16 top Land Rover retailers who excel in providing customers with an unparalleled Land Rover experience. We recognize these retailers for being leaders in their communities, and in our company, by providing first-rate service and sales experience for customers driving the most complete luxury all-terrain vehicles in the world," says Chris Marchand, Executive Vice President, Marketing and Sales, Land Rover North America.

Over the years, Land Rover Harrisburg has consistently been in the top 10% of all dealers for CSI in the United States and has been presented with numerous awards.

Land Rover has a network of 169 retailers across the U.S.

For more information on Land Rover Harrisburg, visit www.landroverharrisburg.com.

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Since 1948 Land Rover has been manufacturing authentic 4x4s that represent true 'breadth of capability' across the model range. Defender, LR2 (Freelander 2), LR4 (Discovery 4), Range Rover Sport and Range Rover each define the world's 4x4 sectors, with 78% of this model range exported to over 140 countries. Land Rover employs 8,500 people and supports a further 40,000 jobs supported in the supply chain.

Land Rover takes its responsibility to the environment seriously. Emissions have been cut with all new models and, together with Jaguar, it is investing £800m (\$1.3 b) on technology specifically aimed at reducing carbon dioxide emissions. Also, since September 2006, carbon dioxide generated by Land Rover manufacturing activities and UK customer vehicle use has been balanced through an industry leading offset program run by Climate Care.