



Loughborough's Motor Dealership, **LUFFIELD CARS** are pleased to announce an Exciting Change to their business which will take effect within the next few weeks. **LUFFIELD CARS** have been very active and passionate with the MG brand for many years and due to their commitments MG Motorsport, both through TF & ZR Racing and Sponsorship of the MGCC Speed Championship since 2001, their status as an official MG XPower Dealer and involvement with MG Car Clubs, they have continued to receive significant customer loyalty which has convinced them to continue and strengthen their links with the Marque.

DEDICATED MG LOW COST SERVICE FACILITY.....

Recognising the need to continue to give a Experienced & Dedicated service to all current MG customers, **LUFFIELD CARS** will be opening a **NEW SPECIALIST MG APPROVED SERVICING FACILITY** alongside it's Belton Road Site. This new facility will include the continued display of MG Cars on sale together with Specialist MG workshops, MOT Bay, MG Diagnostic & 4 Wheel Alignment equipment together with a Relaxing, New Customer Waiting lounge.

Paul Hands, MG-Rover Service Manager said "We recognise that to remain competitive in this market place, whilst still offering true dealer dedication and **professionalism**, our prices must challenge the pricing policies of less experienced independents." He added "We have already taken steps to expand our range of services offering customers **Competitively Priced Servicing packages** starting at **£69.95**. We will now be focusing on other key areas for the MG Rover driver, and using our status as **XPART MG-Rover Parts wholesalers**, will be able to offer many more keenly priced repairs"



SPECIALIST MG SPORTS CAR CENTRE.....

Recognising the passion and enthusiasm that the directors, staff and customers have for the popular MG sporting brand, Luffield Cars will be continuing with the **Sales of MG Sports Cars and Accessories** from their new MG Centre.

Additional focus will be given to **MG Sport & Racing** and **XPower** products, even offering customers pre-booked **MG Race Track Days**. They aim to continue their strong relationships with the MG Car Club, MG Owners Club and X Power Forums, including the continuation of their annual sponsorship, which commenced in 2001, of the MG Car Club Speed Championship.

COMMENTS FROM THE MANAGING DIRECTOR.....

David Wood, Managing Director of Luffield Cars said "We are delighted to have be in a position to offer continued attention to all MG owners in the East Midlands, giving them full attention and expertise gained from our years with the MG Franchise and using **Factory Trained Expert Technicians**". "I am sure that our future business plans and proposed Marketing Activity will enable **LUFFIELD CARS** to remain a dominant force in the World of MG for some time to come".