

## **Toyota Kirloskar Motor announces launch of first 'new concept' dealership in India**

*'DIVA' dealerships - First of its kind concept in Distinctive, Inviting, Value-added services, Advanced showrooms in India; New highly prominent and clearly differentiated facades; Warm, relaxed and inviting interiors with specially designed vehicle display areas; DIVA facilities facilitate smooth interaction between customers and sales staff*

New Delhi, Delhi, May 3, 2009 /[India PRwire](#)/ -- **Toyota Kirloskar Motor Pvt. Ltd. today proudly 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).

TKM, which is currently catering to customers in the C, D and MUV segments, 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 TKM'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 TKM dealerships across the country. TKM'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).

**Mr. Hiroshi Nakagawa (MD, TKM) and Mr. Sandeep Singh (DMD, Marketing, TKM)** inaugurated the state-of-the-art Galaxy facility today.

**Speaking on the occasion, Mr. Hiroshi Nakagawa said,** *"TKM's new concept showrooms represent the next phase in our constant pursuit to transform the customer experience at our dealerships. This state of the art showroom built by our partner Galaxy Toyota will utilize high tech displays and interactive delivery to set new standards in customer service. The attempt is to bring in freshness and newness to our showrooms, keeping in mind improved customer convenience and satisfaction. Our aim is to differentiate ourselves by providing best in class quality to our customers."*

**Mr. Sandeep Singh added** *"Dealer outlets are the first points of contact with our customers. We are constantly innovating to ensure that the resulting experience is an enriching one for our customers. A lot of thought has been put into DIVA as a concept, keeping in mind the Indian customer's ever-evolving needs and Toyota's global standards of quality."*

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.

Toyota started with a network of 30 outlets in India in 2000 and plans to expand its dealer network to 150 by 2010. Toyota's dealerships today cover not just the tier 1 Indian cities like Delhi, Kolkata, Mumbai and Chennai, but also tier 2 cities.

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