

For Immediate Release:

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GALPIN JAGUAR ANNOUNCES AN UNPRECEDENTED \$1,000 TEST-DRIVE CHALLENGE AGAINST COMPETITIVE LUXURY MAKES.

Galpin Jaguar is offering a \$1,000 American Express® Gift Card for its customers who test-drive a new 2011 Jaguar and then purchase a new competing, comparably equipped Mercedes, BMW, Audi, Lexus or Porsche vehicle.

Los Angeles, California. (March 14, 2011)— Galpin Jaguar, the leading Jaguar dealer in the nation according to Jaguar Cars, inc., launched a new marketing campaign designed to demonstrate their confidence with the new 2011 Jaguar line-up.

Beau Boeckmann, Vice President of Galpin Motors, stated that Galpin Jaguar's goal is to challenge customers to test-drive a 2011 Jaguar at Galpin before considering selected competitive makes. If a customer buys or leases an eligible comparably equipped Mercedes, BMW, Audi, Lexus or Porsche within 10-days after a new Jaguar test-drive at Galpin, they will receive an American Express® Gift Card valued at \$1,000.

"Our belief in the new 2011 Jaguar line-up compelled us to offer something extraordinary as proof to our customers that we believe today's Jaguar is a superior choice," said Boeckmann.

Recently, Jaguar has received critical acclaim for the all-new 2011 XJ and its entire Jaguar line-up including the Jaguar XF and XK series. Additionally, the Jaguar XJ was named "Design of the Year" and an "AUTOMOBILE All-Star" by *AUTOMOBILE Magazine*. The British luxury car manufacturer also announced an industry-leading limited warranty coverage package called "Platinum Coverage," providing Jaguar owners protection for five years or 50,000 miles, including maintenance and wear & tear items on new 2011 models. "A Jaguar customer will pay virtually nothing to maintain their Jaguar during the coverage period. No luxury brand offers a better warranty and maintenance coverage program than Jaguar," stated Brian Allan, Galpin Jaguar's General Manager. Allan added that "Galpin's innovative test-drive challenge puts our money where our mouth is and I believe that after customers drive a new Jaguar at Galpin, chances are they will not need any more test-drives."

For more information on the Galpin Jaguar Platinum Test-Drive Challenge:

Brian Allan, General Manager for the Galpin Premier Collection and Galpin Jaguar

818.894.3800 or ballan@galpin.com or visit www.galpinjaguar.com . Additional Jaguar warranty coverage details can be found at www.jaguarusa.com.

About Galpin Motors

Galpin Motors, the world's largest volume Ford dealership for the 21st consecutive year, was founded in 1946 and is headquartered in Los Angeles' San Fernando Valley. Galpin is comprised of a family of quality automobile brands including Ford, Lincoln, Honda, Mazda, Subaru, Volvo, Jaguar, Lotus, Aston Martin and Spyker. For additional information on Galpin Motors and Galpin Auto Sports, contact Marketing Manager Jeff Skobin at 818-778-2540/ jeff@galpin.com, visit the dealership at 15500 Roscoe Blvd., Van Nuys Calif. 91406, or visit the company website at www.galpin.com.