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Jaguar in fancy new home

Kirk Penton - Nov 02, 2018 - Biz Releases

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Jaguar kelowna unveiling



Kelowna's Jaguar, Land Rover and Volvo dealership has made the quick trip up Highway 97 to a sharp new home.

The sparkling dealership held its soft opening on Thursday night at its new location, located at 839 Finns Rd., in the burgeoning Wyant Group auto mall. The group's Porsche dealership opened last September, and it will break ground on its Audi dealership in the spring.

"It's good for our customers," Okanagan managing partner John Bokitch said. "It's good for the synergies between driving customers around, providing parts delivery. It's just a really good idea. Sometimes it's not easy to get done, to buy the land and group it all together, but (Wyant president and CEO) Vaughn (Wyant) did an awesome job. We're pretty proud of the whole operation."

Customers, employees and special guests turned out on Thursday night to celebrate the dealership's opening. General manager and partner Tanner Caouette said the luxurious space is just what the doctor ordered for the business, which is moving from its Leathead Road location.

"When someone comes in here they have an expectation of what they're going to get," Caouette said. "You walk into the dealership that we've been at, not that it's not a great place, but you walk in here and it feels like luxury. It feels like elegance. It feels like I could spend the type of money that some of these cars demand."

The new dealership comes with all the bells and whistles, including 10 service bays, which is up from six at the former location.

"It's all wired up for the newest electronics because we're going to have electric cars not only for Volvo but for Jag and Land Rover as well," Bokitch said. "It's a smart building."

Caouette loves the new location, which is much more visible from Highway 97, and the feeling of home the waiting areas provide.

"One thing that we really pride ourselves on is our expectation for the experience the customer has is very, very high, and hopefully that shows," Caouette said.

"I'm sure there will be some Monday Night Football games watched here. We're excited about that."

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