

# Follow the route to luxury with Exeter Jaguar

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EXETER | Beauty. Power. Comfort. Luxury.

All of these words are synonymous with the British luxury cars produced by Jaguar. And now, under new management, Exeter Jaguar is going to show its customers the exclusivity that their discriminating tastes demand.

"They (Jaguar customers) demand more," said new General Manager Mark Alosa, "and we're going to give it to them."

The "more" will include monthly gifts and giveaways, such as a weekend stay at one of the state's vacation resorts. The use of a Jaguar for the weekend is, of course, included.

"Every month you're going to get a Jaguar gift from us," said Alosa.

The new owners are Leonard A. Worden, CEO and founder of CSI Group in Hudson and a Jaguar enthusiast along with Alosa's father, Joseph, owner of Patsyco, a family of dealerships headquartered in Concord.

Although there is an amount of luxury in owning a Jaguar, that doesn't mean the cars are out of reach for all but the most affluent individual. Alosa said there are several potential Jaguar customers that are afraid to invest in the luxury vehicle because they believe they cannot afford it.

A newly rebuilt Web site, [www.jaguarexeter.com](http://www.jaguarexeter.com), which includes a "Did you know?" section, offers the potential buyer an opportunity to learn about the vehicles and most importantly how they can afford them.

"It includes all of these things that people don't know about Jaguar," said Alosa. "The idea that everybody needs two, one to drive and one for the shop is old. That has been long gone since the early 90s."

But, like all cars, on occasion Jaguar owners need to bring their cars in for service. When they do they will be met with the degree of service a Jaguar owner expects.

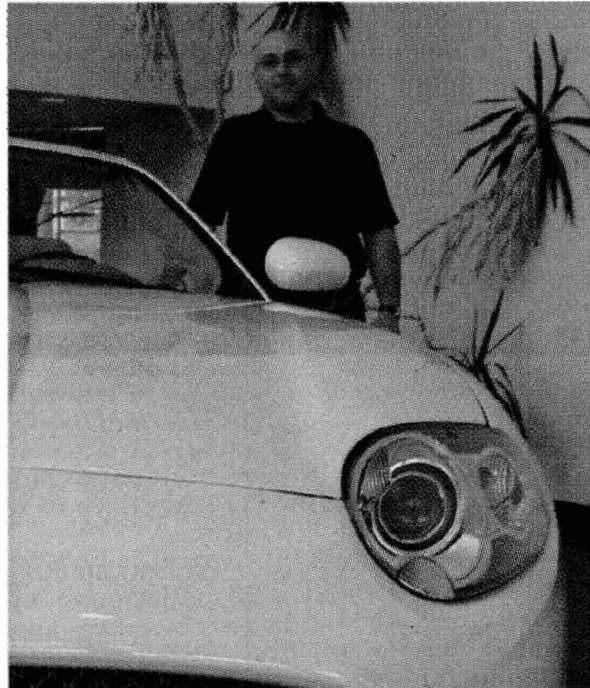
"We have two of the best techs in the business," said Alosa. "They have 30 years of combined Jaguar experience and we don't service anything but Jaguars."

Exeter Jaguar is offering free pick up and drop off for its customers in addition to next day service.

"If you call today we get you in tomorrow," said Parts and Service Director Robert Kaffel.

The dealership will be holding a "Grand Re-opening" on Thursday, June 7. But this event is not open to just anyone. Only 1,000 lucky customers who have received invitations will be allowed to attend what promises to be an opening worthy of the Jaguar name.

Exeter Jaguar is located at 158 Epping Road in Exeter. When you're ready to drive in pure luxury contact them at (603) 778-0000.



**EXPECT MORE** — Exeter Jaguar General Manager Mark Alosa is ready to show his customers the true meaning of luxury.

— Atlantic News Photo by Scott E. Kinney

