

JCT600

26 July 2010

JCT600 Invests £750,000 into Quality Used Car Outlet



JCT600, one of the UK's largest independently owned motor groups, has commenced works on-site to redevelop its iconic site on the Rawdon roundabout in West Yorkshire.

The "JCT roundabout" site, which has been home to the JCT600 Chrysler, Dodge and Jeep showroom for 20 years, is being demolished and redeveloped ready for the launch of *PriceRight*, a brand new concept developed in response to the public's increasing appetite for good quality second hand vehicles.

Due to open at the end of September, PriceRight will form a standalone operation used to market high quality, lower value used cars at an 'outlet' style location.

Representing a £750,000 investment by the family-owned business, the existing building has been demolished to create one of Yorkshire's most prominent used car displays, with some 40,000



media relations and profile

vehicles passing daily. A large area of outdoor space with the capacity to hold up to 180 vehicles will be supported by a brand new building for the PriceRight team's onsite sales and customer services operations.

Mark Taylor, group property director at JCT600 said: "JCT600 is constantly looking for ways to develop in line with customer demand and we have based our concept on the successful 'outlet' centers operated by high street retailers.

"When complete, the new facility will provide us with the ideal facilities to promote our PriceRight concept in a location that is already synonymous with the JCT600 brand. Using our established group infrastructure and expertise from across the region and beyond, we will be in a position to offer a huge range of competitively priced vehicles to suit our customers' individual budgets and requirements."

The PriceRight concept will be the first of its kind in the JCT600 portfolio and will complement the business' existing family values of quality, prestige and integrity. JCT600 plans to roll the concept out to additional sites in the future.

The existing Chrysler, Dodge and Jeep showroom has been relocated to the former SEAT showroom across the road, whilst aftersales has been relocated to JCT600's new business at Menston.

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