

AUTOMOTIVE

## Jaguar Land Rover provides dealerships with local marketing tools

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*Jaguar Land Rover has launched an unlimited motoring subscription car service. Image credit: Jaguar Land Rover*

By STAFF REPORTS

British automaker Jaguar Land Rover is working with a digital auto marketplace to enhance its local dealership marketing programs.

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CarGurus has been named a Certified Vendor for the automaker. The vendor will provide marketing tools for local dealerships to better advertise and target consumers in their local areas.

"We are thrilled to be partnering with CarGurus for this new Retailer Marketing Program," said Joseph Torpey, director of national remarketing at Jaguar Land Rover North America, LLC. "This relationship will offer participating Jaguar Land Rover retailers the ability to reach a higher number of in-market car shoppers and showcase the value of each brand's vehicles."

### Jaguar partnership

The program will allow local Jaguar Land Rover dealerships to take advantage of search engine marketing products and co-op programs.

Dealerships will be eligible for 100 percent reimbursement for CarGurus co-op programs. The reimbursement program allows Jaguar Land Rover and CarGurus to handle the submission process for the convenience of the dealership.

Each dealership will have access to a 30-day trial period for CarGurus Enhanced Listing tool.

"CarGurus' industry-leading technology gives dealers the tools to fully optimize their multi-channel marketing strategies in order to reach consumers throughout the shopping journey," said Marty Blue, senior vice president of Business Development at CarGurus. "We're excited to partner with Jaguar Land Rover to offer their dealers first-class listings and SEM services and provide a more streamlined co-op program designed to make reimbursement easier for dealers."



*Jaguar I-Pace. Image credit: Jaguar Land Rover*

Jaguar Land Rover was recently the latest luxury car brand to launch an all-inclusive car subscription service to keep up with evolving consumer demands.

Since early 2017, automakers including Cadillac, Porsche, BMW and Mercedes-Benz have introduced their own subscription ownership models in limited markets. Carpe, Jaguar Land Rover's subscription offering, gives drivers in the United Kingdom access to new models from both of the group's brands on a membership basis ([see story](#)).

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