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AUTOMOTIVE INDUSTRY NEWS

New O.C. auto dealership set to open later this month

Talon Automotive Group's second Chrysler/Jeep/Dodge/Ram location will be located in San Juan Capistrano.

BY BRANDON RUSSELL
Published: June 01, 2011

Talon Automotive Group will add another dealership in Orange County, with the opening of a new Chrysler/Jeep/Dodge/Ram location in San Juan Capistrano later this month.



Other local Talon dealerships include Orange Coast Chrysler/Jeep/Dodge/Ram of Costa Mesa, Orange Coast FIAT and OC Motorsports, as well as a Costa Mesa location that sells used vehicles.

The new San Juan Capistrano dealership will fill a void for Chrysler owners and auto shoppers in South O.C., said Jon Gray, Talon Automotive's CEO.

"South Orange County has been lacking a Chrysler/Jeep/Dodge/Ram dealership for several years," Gray said. "It's a great opportunity for Talon Automotive Group to bring our ... service to our customers in South Orange County and North San Diego."

With two O.C. locations now dealing in the Chrysler/Dodge brand, customers can buy or service their vehicles in two cities, depending on what is most convenient for them, Gray said. In addition, they will benefit from a larger inventory and more competitive pricing.

"Our Costa Mesa location is the largest volume Chrysler/Jeep/Dodge/Ram dealership in California, because we know what our customers want, our prices are both fair and transparent, and we do all we can to make the car-buying experience easy and pleasant," Gray added.

The new San Juan Capistrano dealership is located off the 5 freeway, at 32881 Camino Capistrano.

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