New Mitsubishi Dealership Opens In Northampton

Tuesday 2 June, 2015

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An award-winning family-run car retailer has opened the UK's newest Mitsubishi dealership in Northampton.

Westaway Motors has opened the doors to its Mitsubishi dealership at the company's site in Boughton Green Road, Moulton Park.

The independent company was founded in 1945 by Eric Westaway in a converted agricultural building in the village of Naseby. Today the company, which is run by Eric's son Derek Westaway, employs 60 people across three sites in Northamptonshire.

Derek said: 'We are extremely excited to join the Mitsubishi franchise and we think it will be very successful in the area. We are the oldest 4x4 dealers in the county, having sold them since 1945, so our experience fits very well with the renowned 4x4 vehicles in the Mitsubishi range.

'We have been following the progress of Mitsubishi and this is an exciting time for the company and it's fantastic to be part of it.'

The large dealership, which is situated in a prominent position on Boughton Green Road, also has an after sales department with a fully-equipped workshop to look after all Mitsubishi owners and a used car display of more than 40 vehicles. The company has previously won awards for its customer satisfaction and after sales service and was named Dealer of the Year by another franchise in 2011.

General Sales Manager Tom Ward said: 'Customer service is very important to us and that's why the company has been going for more than 70 years. Our sales team take a different approach to most other dealership and we find our customers appreciate that.'

This is the ninth new Mitsubishi showroom to open in the UK in 2015 and it joins the brand at an exciting time. Figures released last month showed that Mitsubishi passenger car sales were up 158 per cent year-to-date, versus a market increase of six per cent.

Leading the charge is the Outlander PHEV, which has overtaken every other plug-in hybrid and pure electric vehicle a year after its launch, with sales now past the 10,000 mark. The Outlander PHEV boasts impressive fuel economy and ultra-low emissions – all in a vehicle with the go-anywhere ability of a four-wheel-drive.

Combining electric battery and petrol power, it can travel 32½ miles in electric mode alone – more than enough to accommodate most daily average journey distances.

As well as its official fuel consumption figure of 148 miles per gallon, the Outlander PHEV's low emissions of just 44g of CO2 per kilometre mean there is no vehicle tax to pay, plus it is exempt from the London congestion charge and it qualifies for the government's £5,000 Plug-in Car Grant too. In addition, company car drivers can reap the reward of a fantastically low Benefit in Kind of just five per cent, meaning a virtual pay rise of several thousand pounds per year.

Lance Bradley, Managing Director of Mitsubishi Motors UK, said: 'I'm delighted to welcome Westaway Mitsubishi to our family. They are an excellent company with a long-standing reputation in Northamptonshire. This really is a fantastic time to be part of our brand and we've got plenty of exciting things in the pipeline too, so it's great that the dealership will be part of that. I wish everyone there every success.'

To find out more about the range of Mitsubishi vehicles and to arrange a test drive, call Westaway Mitsubishi on 01604 494121.

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Photo caption: General Sales Manager Tom Ward with a Mitsubishi Outlander PHEV (white) and a Mitsubishi L200

Mitsubishi Motors in the UK Deale PR Office

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