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SsangYong expands in south west with Purbeck Motors, in Dorset

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SsangYong adds Purbeck Motors, Stoborough, near Wareham in Dorset as a new dealer partner...

They tell us:

SsangYong Motor UK is excited to announce the addition of a new dealer partner in Dorset with Purbeck Motors. Purbeck is part of the Wool & Bovington Motors Group, has been trading since 1950, and was founded by World War II veteran, Major W.R.S Pyne, and his son Robert.



The Group is now in its fourth generation of the Pyne family and still holds customer service to an incredibly high standard. The new showroom, with high-quality sales and aftersales facilities for SsangYong customers, is located on Corfe Road, Stoborough, Wareham, Dorset, BH20 5AA and is open at full capacity with immediate effect.

Kevin Griffin, managing director at SsangYong Motors UK, said “We are very happy that Purbeck Motors are joining our franchise. With extensive knowledge, excellent motor industry experience, and a strong customer-centric ethic, we know that customers will be taken care of at Purbeck. We are very much looking forward to working with the Purbeck team, and we welcome them on board.”

Richard Custard, general manager of Purbeck Motors, said; “Our partnership with SsangYong is a fantastic opportunity and one that we really want to make the most of with the brand. Our customers and their needs are paramount to everything we do, and we are excited to be able to offer quality, reliable SsangYong vehicles and parts to our customers. We join at an exciting time, just as the brand launches a facelift Musso, Rexton and Tivoli, as well as the brand-new Torres early next year. We look forward to welcoming our customers into the showroom, where they can experience the vehicles for themselves and browse the wonderful offers that we have available.”

The SsangYong showroom provides visiting customers with a fantastic space to browse the brand’s multiple-award winning model line-up, which includes the Rexton, Musso, Korando, the fully electric Korando e-Motion (pictured) and Tivoli (pictured). In addition, there is a SsangYong aftersales centre, offering servicing, MOT, repairs, approved parts and accident repairs approved to BSI standards. It is a comfortable environment, where punters can enjoy refreshments and free Wi-Fi also.

Purbeck Motors will also stock a selection of approved used SsangYong cars, maintained to high standards and each with the remainder of a highly regarded and comprehensive SsangYong warranty. With vehicles to suit any individual need, Purbeck should be first on the list for those looking for a change of vehicle in Stoborough, Wareham, and surrounding



areas.

MADE IN KOREA

KG Mobility (formerly SsangYong Motor Company) is a Korean car manufacturer specialising in 4x4s, SUVs, MPVs and pick-up trucks. Initially established in 1954, the company produced trucks, busses, and special purpose vehicles for the export market, establishing the strong and reliable DNA of its products on the market today. The headquarters for KG Mobility is in the Gangnam district of Korea's capital, Seoul, and its principal vehicle manufacturing plant is currently at Pyungtaek, which has the capacity and latest technology to produce 240,000 cars a year. The company has invested in a new factory, in the same area, which is has been developed specifically for to accommodate the production of pure-electric vehicles.

SsangYong Motor distribution rights were acquired by Bassadone Automotive Group in 2011. Operating as SsangYong Motor UK Limited in the UK, as the official importer and distributor of SsangYong vehicles, parts, and accessories. SsangYong Motor UK Limited has undergone dramatic transformation over recent years with the implementation of a new management team and a new growth strategy with a firm focus on the expansion of an evenly spread dealer network to 80-strong in 2023. Its proposition offers UK customers a full range of SUV's and pick-ups with generous specifications, each with value for money prices.