

OpenRoad Auto Group Ground Breaking on New Infiniti Dealership Opens in Langley Luxury Auto Mall

Vancouver, BC (December 13, 2011) – OpenRoad Auto Group held a ground breaking ceremony on December 6, 2011 for the launch of their 19,000 square foot OpenRoad Infiniti showroom in Langley’s luxury auto mall, “Langley Auto Collection.” OpenRoad Auto Group President & CEO, Christian Chia, OpenRoad Chief Operating Officer, Rob Steele, and the Mayor of Langley, Peter Fassbender all were in attendance at the event.

Leading the luxury car division both in Canada and worldwide, Infiniti has won ALG’s Best Luxury Brand in Canada Award for the third consecutive year for its ongoing exceptional vehicle quality. And most recently Red Bull-Infiniti has garnered its second Formula One World Championship win.

“Our new OpenRoad Infiniti store represents both the exceptional showrooms OpenRoad strives to create, as well as the inspired, award-winning performance of Infiniti’s brand. With this new store, we hope to craft a unique automobile purchasing experience for our customers,” says Christian Chia, OpenRoad Auto Group President & CEO.

Bringing a luxury, boutique retail experience to the modern car dealership, OpenRoad’s new Infiniti Langley showroom will be the second luxury brand in the Langley Auto Collection, and the first true stand-alone Infiniti dealership in Metro Vancouver that has been created from the ground up. By joining OpenRoad’s dealerships across Canada, OpenRoad Infiniti becomes the 11th location, featuring seven service bays and a high-end showroom built in line with the luxuries of a five-star hotel. The boutique-style dealership also boasts a unique glass storefront specific for the brand, reflecting Infiniti’s design concept of ‘Adeyaka’, which encompasses enchantment, beauty and elegance.

The brand new dealership coincides with the release of the Infiniti JX, an innovative new 7-passenger, 3-row luxury crossover that joins the Infiniti line-up in Spring 2012. The showroom will also feature *Automobile Magazine*’s All-Star award winner, the Infiniti G37 Coupe, as well as *Consumer Reports*’ Top Sport Sedan 2011, the Infiniti G37, recognized for its “inviting combination of agile handling, blistering acceleration, and luxurious interior.”

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About OpenRoad Auto Group: <http://openroadautogroup.com/>

In 2000, OpenRoad Auto Group formed to offer car buyers and owners an experiential automotive retail service. With sales and service in 22 languages, OpenRoad Auto Group encourages a car buying experience based on openness, participation and expertise. Ranked the 7th Best Employer in Canada, a team of over 480 associates represents 10 import brands at 11 dealership locations across BC, Canada.

For Media Enquiries, contact:

Mediatonic PR

Destin Haynes 778.737.6877

destin@mediatonicpr.com