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Please respond to: Tallahassee Office

TO: Jaguar Dealers

FROM: Richard N. Sox, Jr.

DATE: April 16, 2008

LOOK OUT FOR NEW DEALER AGREEMENTS FOR JAGUAR & LAND ROVER

Jaguar and Land Rover dealers should be on the look out for the new dealer agreement with Tata (Jaguar Land Rover LLC), coming to your dealership either the 18th or the 21st of this month. Current predictions have the closing on the transaction expected to occur either July 1st or worse case scenario August 1st. We expect you will also be requested to provide a voluntary termination letter with the Jaguar Cars division of Ford Motor Company.

Although our information indicates the new agreement will be identical to the old, with the obvious difference of the Tata/Jaguar Land Rover LLC corporate name, don't be too sure. Other agreements recently received from manufacturers new to the North American market have not resembled the agreements used by manufacturers and distributors already in this market. Some have included requirements for dealers to make substantial capital expenditures to receive the franchise, while others have participation fees. While we do not anticipate such provisions in the new Jaguar/Land Rover agreement, dealers should be alert for changes of other kinds.

Many state franchise laws protect dealers against the imposition of substantial changes in new dealer agreements. Take the time to review the new agreement when it comes in. Before executing any new agreement, contact an experienced motor vehicle franchise attorney in order to protect yourself against any effort by Tata to gain more control over your franchise.

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