



STELLANTIS INDIA STRENGTHENS FOOTPRINT IN GUJARAT WITH LAUNCH OF DUAL-BRAND RETAIL EXPERIENCE IN AHMEDABAD

**Jeep® and Citroën now share the unique Stellantis
Brand House model in the city, delivering a modern
phygital retail journey**

- Second Stellantis Brand House in Gujarat, following the Surat launch
- Full portfolio of both brands available, supported by advanced diagnostics and service infrastructure
- Aligns with Stellantis' vision to offer immersive, customer-first experiences across digital and physical touchpoints

Ahmedabad, 11th August 2025: Stepping up on its promise towards enhancing customer accessibility and brand reach in India, Stellantis India has further expanded its presence in western India with the launch of its **second Stellantis Brand House (SBH) in Gujarat**, following the successful debut of the format in Surat. The Ahmedabad facility brings the globally acclaimed Jeep® and Citroën brands together under one roof, offering customers a seamless phygital retail experience.

Strategically located on the Sarkhej–Gandhinagar Highway, the new showroom provides an immersive, future-forward brand environment. The Stellantis Brand House in Ahmedabad showcases the complete lineup of Jeep® SUVs — including the Grand Cherokee, Wrangler, Meridian, and Compass — alongside Citroën's distinctive offerings such as the Basalt, e-C3, C3, C5 Aircross, and C3 Aircross. Customers can now explore, customize, and experience both brands in a single, unified space that ensures consistency in both sales and after-sales services.

Kumar Priyesh, Business Head and Director – Automotive Brands, Stellantis India, said: *“Ahmedabad’s automotive landscape is vibrant and growing, making it the perfect location for our next Stellantis Brand House. This dual-brand facility is designed to serve the evolving preferences of today’s customers, offering the convenience of two premium brands, a seamless phygital experience, and world-class service — all in one destination. It reflects our ongoing commitment to building a strong, unified retail footprint in India.”*

Sankalp Joisar, Dealer Principal, Stellantis Brand House Ahmedabad (Magnus Motors), added: *“We’re proud to be part of this transformative moment for*

automotive retail representing both Jeep and Citroën. The dual brand offering strategy allows us to offer an elevated and differentiated experience to customers—whether they're seeking rugged capability or refined comfort. Our team is committed to delivering the passion, professionalism, and personalized care that customers expect from global brands like these."

More than just a dealership, the Stellantis Brand House is a holistic automotive destination. It integrates cutting-edge infrastructure, interactive digital tools including a 3D configurator, advanced diagnostics, and a fully equipped service centre. The staff, trained by both Jeep® and Citroën, is focused on delivering exceptional product knowledge and support to customers at every stage of their journey.

Stellantis continues to expand its reach in India with a growing network of Jeep® and Citroën touchpoints across key cities. The Ahmedabad facility joins a growing list of multi-brand destinations that embody the group's long-term strategy of combining scale with a customer-first approach, leveraging the power of its diverse portfolio.

About Stellantis

Stellantis N.V. (NYSE: STLA / Euronext Milan: STLAM / Euronext Paris: STLAP) is a leading global automaker, dedicated to giving its customers the freedom to choose the way they move, embracing the latest technologies and creating value for all its stakeholders. Its unique portfolio of iconic and innovative brands includes Abarth, Alfa Romeo, Chrysler, Citroën, Dodge, DS Automobiles, FIAT, Jeep®, Lancia, Maserati, Opel, Peugeot, Ram, Vauxhall, Free2move and Leasys. For more information, visit www.stellantis.com



About Jeep

Built on more than 80 years of legendary heritage, Jeep is the authentic SUV with capability, craftsmanship, and versatility for people who seek extraordinary journeys. The Jeep® brand delivers an open invitation to live life to the fullest by offering a full line of vehicles that continue to provide owners with a sense of security to handle any journey with confidence. Jeep® Wave, a premium owner loyalty and customer care program that is available to the entire Jeep® line-up, is filled with benefits and exclusive perks to deliver Jeep® owners the utmost care and dedicated 24/7 support.

In India, the Jeep vehicle line-up consists of the Wrangler, Compass, Meridian, and Grand Cherokee. India is the first country for the Jeep brand outside of North America to make 4 models locally and for exports to other right-hand drive markets around the world. The Jeep brand is part of the portfolio offered by leading global automaker and mobility provider Stellantis.

About Citroën

Since 1919, Citroën has been creating automobiles, technologies, and mobility solutions to respond to changes in society. A brand of boldness and innovation,

Citroën places peace of mind and well-being at the heart of its customer experience and offers a wide range of models, from the distinctive Ami, an electric mobility object designed for the city, to saloons, SUVs, and commercial vehicles, most of which are available in electric or rechargeable hybrid versions. A pioneer brand in the services and attention paid to its private and professional customers, Citroën is present in 101 countries and has a network of 6,200 points of sale and service throughout the world.



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