



# CUSTOMER CARE

PREMIER  
MOTORS

الطابير للسيارات  
al tayer motors

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# CEO'S MESSAGE

## Dear Customer,

On behalf of the company, I would like to take this opportunity to thank you for purchasing your vehicle from Al Tayer Motors/Premier Motors.

We are committed to delivering the highest standards of customer service and making your vehicle ownership experience a pleasurable one.

This booklet is meant to answer your most frequent queries and contains brief descriptions of our extensive services as well as important information and key contacts.

Thank you for choosing Al Tayer Motors/Premier Motors.

Yours Sincerely,



**Ashok Khanna**  
Chief Executive Officer

# INTRODUCTION

Al Tayer Motors is part of Al Tayer Group, a diversified regional business established in 1979 with its headquarters in Dubai, UAE. Since its inception, the Group has grown rapidly and currently operates in 12 countries in the Middle East and beyond, with 7,800 employees.

Al Tayer Group operates leading, quality-focused businesses in automobile sales and service, luxury and lifestyle retail, perfumes and cosmetics distribution, engineering as well as interiors contracting. The Group's portfolio includes several of the world's leading brands such as Armani, Bloomingdale's, Bvlgari, Ford, Lincoln, Jaguar, Land Rover, Range Rover, Ferrari, Maserati, Gap and Harvey Nichols. The Group operates over 180 stores across multiple markets in the Middle East. In addition, Al Tayer Group has investments in commercial real estate, contracting, supply chain management, precision tools manufacturing and travel agency services.

The Group's value system is committed to excellence in delivering quality and customer service by empowering employees, celebrating diversity and encouraging thought leadership, within an ethics-driven corporate culture. The Group supports various charitable and sporting initiatives that promote the culture and heritage of the UAE.

# INTRODUCTION

Al Tayer Motors was established in 1982 and represents major European and American automobile manufacturers: Ford, Lincoln, Jaguar, Land Rover, Range Rover, Ferrari, Maserati, Spyker, DAF Trucks and Ford Trucks across the UAE.

With a growing network of sales, service and parts centres across Abu Dhabi, Al Ain, Dubai, Sharjah, Ras Al Khaimah and Fujairah, the dedicated team of more than 1,700 professionals is committed to taking customer satisfaction to higher levels.

In Abu Dhabi, Ford, Lincoln, Jaguar, Land Rover, Range Rover, Ferrari and Maserati are represented by Premier Motors, a subsidiary of Al Tayer Motors.

Al Tayer Motors is the exclusive representative for National Car Rental and Alamo in the UAE.

# AMBER LOYALTY PROGRAMME

The Amber Loyalty Programme spans over 130 Al Tayer Group retail stores in the UAE, Bahrain and Kuwait. Rewards can be earned and redeemed across some of the biggest names in Fashion, Beauty, Jewellery, Home and Automotive.

At Al Tayer Motors and Premier Motors customers can enroll in the Amber Loyalty Programme upon purchase of a vehicle. The programme is structured across 3 tiers determined by points accumulated in a 12 month cycle from the date of enrollment.

## KEY BENEFITS:

**Feel Privileged:** Collect Amber Points every time you shop across Fashion, Beauty, Jewellery, Home and Automotive.

**Feel Special:** Get Priority Access to Exclusive Designer Previews and Special Events.

**Feel Gifted:** Enjoy the Amber Private Offer plus Bonus Points during your Birthday and Membership anniversary weeks.

**Earn Amber Points for every purchase made at the 'Earning Partner' stores (points can be earned only on full price merchandise). A list of these stores is available for easy reference at [www.myamber.ae](http://www.myamber.ae) or call: 800 26237**

# VEHICLE INSURANCE, REGISTRATION AND RENEWAL

We are here to help. We can arrange insurance quotations and guide you through the re-registration process at any of our dealerships. With no obligation to buy, we can ensure you have a choice of competitive premiums from insurers offering the best possible protection in the event of accident, theft or damage. For more information, please contact your nearest showroom:

## **New Vehicles Showrooms:**

Abu Dhabi, Khalidiya  
Al Ain, Sanaiya East Al Ain Street  
Dubai, Garhoud  
Dubai, Sheikh Zayed Road  
Fujairah, Haleefat Street  
Ras Al Khaimah, Rafaa  
Sharjah, Sheikh Mohammed bin Zayed road

## **Approved Pre-Owned Vehicles Showrooms:**

Dubai, Al Ittihad Road  
Dubai, Sheikh Zayed Road  
Fujairah, Haleefat Street

To contact any of the above New or Pre-Owned Vehicles Showrooms call: **800 MOTORS (668677)**

## **Timings:**

8:00 am to 8:00 pm Saturday to Thursday

4:00 pm to 8:00 pm on Fridays (Dubai, Sheikh Zayed Road, Al Ittihad Road and Abu Dhabi, Khalidiya only).

*For Ramadan timings, please call your specific showroom.*

# ADDRESSES AND TIMINGS - SERVICE

## **Service Addresses:**

Abu Dhabi, Al Mussafah  
Al Ain, Sanaiya East Al Ain Street  
Dubai, Sheikh Zayed Road  
Dubai, Garhoud  
Dubai Body Shop (accident/body repair)  
Dubai, Al Khabaisi  
Fujairah, Haleefat Street  
Ras Al Khaimah, Rafaa  
Sharjah, Sheikh Mohammed bin Zayed road

To contact any of the above New or Pre-Owned Vehicles Showrooms call: **800 MOTORS (668677)**

## **Timings:**

7:30 am to 5:30 pm Saturday to Wednesday and 7:30 am to 1:30 pm on Thursday.

Sheikh Zayed Road, Dubai and Mussafah, Abu Dhabi, have extended opening till 11:30 pm Saturday to Wednesday and till 7:00 pm on Thursday.

All service centres are closed on Fridays and national holidays.

*For Ramadan timings, please call your specific service centre.*



# ADDRESSES AND TIMINGS - SHOWROOMS

## **New Vehicles Showroom Addresses:**

Abu Dhabi, Khalidiya  
Al Ain, Sanaiya East Al Ain Street  
Dubai, Garhoud  
Dubai, Sheikh Zayed Road  
Fujairah, Haleefat Street  
Ras Al Khaimah, Rafea  
Sharjah, Sheikh Mohammed bin Zayed road

## **Approved Pre-Owned Vehicles Showrooms:**

Dubai, Al Ittihad Road  
Dubai, Sheikh Zayed Road  
Fujairah, Haleefat Street

To contact any of the above New or Pre-Owned Vehicles Showrooms call: **800 MOTORS (668677)**

## **Timings:**

8:00 am to 8:00 pm Saturday to Thursday  
4:00 pm to 8:00 pm on Fridays (Dubai, Sheikh Zayed Road, Al Ittihad Road and Abu Dhabi, Khalidiya only).

*For Ramadan timings, please call your specific showroom.*

# WHEN DO I SERVICE MY VEHICLE?

**Jaguar:** In line with manufacturer guidelines, we recommend that your Jaguar vehicle be serviced every 12 months or 13,000 km whichever comes first.

**Land Rover/Range Rover:** In line with manufacturer guidelines, we recommend that your Land Rover/Range Rover vehicle be serviced every 12 months or 13,000 km whichever comes first.

**Defender Diesel:** In line with manufacturer guidelines, we recommend that your Defender vehicle be serviced every 6 months or 10,000 km whichever comes first.

*Vehicle must be serviced every 12 months even if mileage interval is not reached (for Defender every 6 months). Repairs under the Extended Warranty need to be pre-approved by Jaguar and Land Rover UK which takes a minimum of 48 hours.*

## I HAVE A PROBLEM. WHAT SHOULD I DO?

In case you experience any driving or safety related issues, please bring your car to the nearest service centre. No booking or pre-calls are required.

If you experience a breakdown, please call JAGUAR TOTAL CARE (for vehicles covered under this programme) or LAND ROVER/RANGE ROVER TOTAL CARE (for vehicles covered under this programme).

Alternatively, please call your nearest service centre.

# HOW DO I BOOK MY VEHICLE FOR SERVICE?

You may book a service appointment by calling **800 MOTORS (668677)** for any of the service centres listed below:

Abu Dhabi, Mussafah  
Al Ain, Sanaiya East Al Ain Street  
Al Ain Body Shop, Sanaiya East Al Ain Street  
Dubai, Sheikh Zayed Road  
Dubai, Garhoud  
Dubai, Al Khabaisi  
Dubai Body Shop (accident/body repair)  
Fujairah, Haleefat Street  
Ras Al Khaimah, Rafaa  
Sharjah, Sheikh Mohammed bin Zayed road

You may also e-mail your booking request to [info@altayermotors.com](mailto:info@altayermotors.com) / [info@premier-motors.ae](mailto:info@premier-motors.ae) or visit our websites [www.altayermotors.com](http://www.altayermotors.com) / [www.premier-motors.ae](http://www.premier-motors.ae) to book an appointment. Appointments booked through e-mail and/or the website will take 24 hours to be confirmed. In order for us to confirm your appointment, please include your telephone number and preferred timings.

Making an appointment for intended service will allow us to schedule your vehicle for inspection.

***Shuttle service must be booked at the time of making the service appointment.***

# JAGUAR TOTAL CARE

JAGUAR TOTAL CARE (for vehicles covered under this programme) offers 24-hour roadside assistance that covers you against starting problems, flat tyre, out of fuel and lock out.

**Call 800 4535 or outside UAE +9714 3322234**

## JAGUAR EXTENDED WARRANTY COVERAGE:

Jaguar Standard Warranty is 3 years/unlimited mileage. The Extended Warranty provides an additional 24 months (maximum) of coverage from the end of the third year. However, the Extended Warranty is bound by the odometer reading not exceeding 250,000 kilometers.

Exclusions:

- Vehicle damaged by corrosion, neglect, accident, fire, flood, act of God, improper use or having been used for racing purposes.
- Unauthorised modifications or parts fitted that alter the initial specifications.
- The use of non-Jaguar Approved Parts.
- Normal wear and tear.
- Vehicle not serviced at the dealer and at the specified service interval.

For more information on Extended Warranty coverage please contact your nearest Jaguar service centre.

# LAND ROVER TOTAL CARE

LAND ROVER / RANGE ROVER TOTAL CARE (for vehicles covered under this programme) offers 24-hour roadside assistance that covers you against starting problems, flat tyre, out of fuel and lock out.

**Call 800 4647 or outside UAE +9714 3311130**

## LAND ROVER EXTENDED WARRANTY COVERAGE

Land Rover standard warranty is 3 years/100,000 kilometers, whichever comes first. The Extended Warranty starts at the expiry of the standard warranty and provides additional coverage of 24 months (maximum) or till the total odometer reading of 150,000 kilometers, whichever comes first.

Exclusions:

- Vehicle damaged by corrosion, neglect, accident, fire, flood, act of God, improper use or having been used for racing purposes.
- Unauthorised modifications or parts fitted that alter the initial specifications.
- The use of non-Land Rover Genuine Parts.
- Normal wear and tear
- Vehicle not serviced at the dealer and at the specified service interval.

For more information on Extended Warranty coverage please contact your nearest Land Rover service centre.

Extended Warranty is not applicable on Land Rover Defender models.

# ADDED VALUE SERVICES\*

In order to provide maximum comfort to our valued customers, the following services are available at Al Tayer Motors:

- Customer lounge
- Free wireless internet
- PC stations with internet access
- Shuttle service to specified locations at specified timings
- Access to showrooms with workshop view

\* Selected locations.

# RENT A CAR SERVICE

National Car Rental is available at the following Al Tayer Motors and Premier Motors branches:  
Al Tayer Motors, Sheikh Zayed Road, Dubai Tel: 04-3037047, Fax: 04-3406324, e-mail: [ncrfwc@national-ae.com](mailto:ncrfwc@national-ae.com)  
Premier Motors, Mussafah, Abu Dhabi Tel: 02-5139810, Fax: 02-5550396, e-mail: [ncrauhpm@national-ae.com](mailto:ncrauhpm@national-ae.com)



[www.national-ae.com](http://www.national-ae.com)

# USEFUL INFORMATION

## Emergency Numbers:

- Police: 999
- Ambulance: 999
- Civil Defence: 997
- Dubai Police General Department: 04-6096619 (HQ)
- Dubai Police General Department: 04-2694444 (Traffic)
- Abu Dhabi Police General Department: 02-4461461
- Sharjah Police General Department: 06-5633333
- Ajman Police General Department: 06-7409999
- Umm Al Quwain Police General Department: 06-7656662
- Ras Al Khaimah Police General Department: 07-2356666
- Fujairah Police General Department: 09-2224411
- Al Ain Police General Department: 03-7636232

## Salik:

- [www.salik.ae](http://www.salik.ae)
- 800 – SALIK (72545)
- Customer Contact: [customerservice@salik.ae](mailto:customerservice@salik.ae)
- Corporate Contact: [fleets@salik.ae](mailto:fleets@salik.ae)

## Useful Websites:

- Jaguar: [www.jaguar-me.com](http://www.jaguar-me.com)
- Land Rover: [www.landrover-me.com](http://www.landrover-me.com)
- Jaguar Bluetooth Connectivity:  
<http://bluetooth.jaguar.com/>
- Land Rover Bluetooth Connectivity:  
[http://www.landrover.com/Microsites/gws40Microsites/  
GL/bluetooth.asp?market=me-en](http://www.landrover.com/Microsites/gws40Microsites/GL/bluetooth.asp?market=me-en)
- RTA: [www.rta.ae](http://www.rta.ae)
- Dubai Police: [www.dubaipolice.gov.ae](http://www.dubaipolice.gov.ae)
- Abu Dhabi Police: [www.adpolice.gov.ae](http://www.adpolice.gov.ae)
- Al Tayer Motors: [www.altayermotors.com](http://www.altayermotors.com)
- Premier Motors: [www.premier-motors.ae](http://www.premier-motors.ae)