



JAGUAR LAND ROVER REPORTS US SALES FOR AUGUST 2019

- Jaguar Land Rover sales up three percent for the year
- Jaguar up seven percent for the year, driven by sales of the XE and F-PACE
- New Range Rover Evoque up 47 percent year over year
- New Land Rover Defender set to make its world premiere at the Frankfurt Motor Show, at 09:00 BST on Tuesday, Sept. 10

(MAHWAH, NJ) – Sep. 4, 2019 – Jaguar Land Rover today reported August 2019 U.S. sales: Jaguar Land Rover total August U.S. sales reached 8,700 units, a 10 percent decrease from August 2018; Land Rover sales were 6,572 units, down eight percent from 7,179 in August 2018; Jaguar sales were 2,128 units, a 14 percent decrease from 2,469 units in August 2018. For the calendar year, Jaguar Land Rover achieved 79,581 units, an increase of three percent vs. 77,303 in 2018.

“We remain confident in our award-winning SUV product offering across both brands and with the debut of the new Land Rover Defender, we will be expanding our SUV offering with our most capable 4x4 ever,” said Joe Eberhardt, President and CEO, Jaguar Land Rover North America, LLC.

U.S. MODEL HIGHLIGHTS

Land Rover

For the month of August, the Land Rover brand sold 6,572 units, a decrease of eight percent compared to 7,179 in August 2018. Land Rover is up two percent for the calendar year driven by the sales of the Range Rover lineup.

The new Range Rover Evoque is up 47 percent with 1,014 units sold. The Range Rover Sport continues to be the brand’s sales leader with 1,716 units sold.

In the U.S., the 2019/2020 Land Rover model line-up features six models; two within the Discovery family, and four within the Range Rover Family. Next week, Land Rover will reveal the all-new Defender at the Frankfurt Motor Show on Tuesday, Sept. 10.

The Land Rover Discovery and Discovery Sport – bring new levels of sophistication, desirability, capability and versatility to the Discovery family. With variable five- and seven-passenger seating options in both the compact Discovery Sport and full-size Discovery, this family of vehicles features the latest connectivity technologies, a variety of innovative storage solutions and the same on-/off-road capability Land Rover is best known for.

The 2020 Range Rover Evoque is a sophisticated evolution of the original model that pioneered the luxury compact SUV market. The second generation Range Rover Evoque offers a new 48-volt 296hp mild-hybrid (MHEV) powertrain alongside a 246hp Ingenium four-cylinder gasoline engine. For 20MY, the Range Rover Evoque also offers groundbreaking off-road technologies like the optional segment first ‘ClearSight Ground View’ technology, part of the optional 360 Surround Camera system, and optional ‘ClearSight Rear View Mirror’^{3,4}.

Bringing a new dimension of modernity and elegance to the Range Rover family, the 2019 Range Rover Velar is designed to fill the white space between the Range Rover Evoque and Range Rover Sport;



offering levels of luxury, refinement and all-terrain capability never before seen in the mid-size SUV segment.

For 20MY the Range Rover and Range Rover Sport feature all-new mild-hybrid (MHEV) inline six-cylinder Ingenium gas engine, offered in 355hp and 395hp outputs and new plug-in hybrid (PHEV) P400e powertrain options.

Jaguar

For the month of August, Jaguar sales were 2,128 units. The Jaguar F-PACE continued to lead the brand's sales performance with 1,169 units sold, up four percent from August 2018. The Jaguar XE is up nine percent with 239 vehicles sold.

After being named the 2019 World Car of the Year award, and in an unprecedented achievement, winning the World Car Design of the Year and World Green Car titles, the Jaguar I-PACE sold 160 vehicles.

With the addition of the Jaguar E-PACE and the battery electric I-PACE, the New Generation of Jaguar lineup expands to seven models for the first time in the brand's storied history, while new model derivatives like the Jaguar F-PACE SVR and the XF Sportbrake Prestige diversify the portfolio offering customers greater choice.

For 2019 the Jaguar 'PACE' family of SUVs and crossovers has expanded since the debut of the F-PACE, the brand's best-selling model. Last year, Jaguar introduced the E-PACE compact crossover, as well as the brand's first-ever all-electric production car – the I-PACE, mid-size performance SUV.

In addition to the 'PACE' family of SUVs and crossovers, the Jaguar brand includes the F-TYPE sports car, the XE compact sport sedan, XF premium mid-size sedan, XF Sportbrake mid-size wagon and the brand's luxury flagship – the full-size Jaguar XJ. Each model delivers segment leading driving dynamics, timeless design and the latest connected technologies.

For added peace of mind, every new Jaguar vehicle comes with Jaguar EliteCare, a Best-in-Class ownership package¹. This warranty is further expanded for Jaguar I-PACE customers covering the electric battery for 8-years / 100,000 miles and a 70 percent state of health². Jaguar EliteCare coverage includes a New Vehicle Limited Warranty, Complimentary Scheduled Maintenance and 24/7 Roadside Assistance, each for 5-years or 60,000 miles, as well as Jaguar InControl[®] Remote & Protect[™] connected services for 5-years and unlimited mileage.

Jaguar Land Rover announced in 2017 that from 2020 all new, or significantly updated, models will incorporate some form of electrification either optional or as standard. The company will introduce a portfolio of electrified products across its model range in the coming years; embracing fully electric (BEV), plug-in hybrid (PHEV) and mild hybrid (MHEV) vehicles as well as continuing to offer ultra-clean gasoline and diesel engines

DISCLAIMERS

- (1) *Class is cars sold by luxury automobile brands and claim is based on total package of warranty, maintenance and other coverage programs. For complete details regarding Jaguar EliteCare coverage, please visit JAGUARUSA.COM, call 1.800.4.JAGUAR or visit your local Jaguar Retailer.*
- (2) *Eight-year battery warranty limited to 100,000 miles and 70% state of health. See your local authorized Jaguar Retailer for complete details.*
- (3) *These features are not a substitute for driving safely with due care and attention and will not function under all circumstances, speeds, weather and road conditions, etc. Driver should not assume that these features will correct errors of judgment in driving. Please consult the owner's manual or your local authorized Land Rover Retailer for more details.*



- (4) Customers who wear varifocal or bifocal lenses may have issues adjusting to the mirror's digital mode. The normal mirror mode, however, can be used at any time.

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About Jaguar Land Rover

Jaguar Land Rover is the UK's largest automotive manufacturer, built around two iconic British car brands: Land Rover, the world's leading manufacturer of premium all-wheel-drive vehicles; and Jaguar, one of the world's premier luxury sports sedan and sports car marques.

At Jaguar Land Rover, we are driven by a desire to deliver class-leading vehicles, which will provide experiences our customers will love, for life. Our products are in demand around the globe. In 2018 Jaguar Land Rover sold 592,708 vehicles in 128 countries.

We support around 260,000 people through our retailer network, suppliers and local businesses. At heart we are a British company, with two major design and engineering sites, three vehicle manufacturing facilities and an engine manufacturing center in the UK. We also have plants in China, Brazil, India, Austria and Slovakia.

From 2020 all new Jaguar Land Rover vehicles will offer the option of electrification, giving our customers even more choice. We will introduce a portfolio of electrified products across our model range, embracing fully electric, plug-in hybrid and mild hybrid vehicles as well as continuing to offer the latest diesel and gasoline engines.

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Note to Editors:

Information about Jaguar North America products is available to consumers at www.jaguarusa.com. Visit www.us.media.jaguar.com for news releases, high-resolution photographs and broadcast quality video footage. Additional media updates are available on Facebook (JaguarUSA) and Twitter (@interactivejag).

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