

## **JAGUAR AND LAND ROVER PARTNER WITH WORLD EV DAY TO CELEBRATE ELECTRIC VEHICLE OWNERSHIP WORLDWIDE**

- **Jaguar and Land Rover become founding partners of the inaugural World EV Day**
- **World EV Day is a global celebration of e-mobility and will take place on 09 September**
- **The digital event will see Jaguar and Land Rover's social media channels focus exclusively on its range of electrified vehicles, highlighting the benefits of going electric**
- **The Jaguar I-PACE all-electric performance SUV is available to order now, priced from £65,195**
- **Land Rover offers a range of segment-leading plug-in hybrid electric vehicles including the recently launched Range Rover Evoque P300e and Land Rover Discovery Sport P300e, and the new Land Rover Defender P400e**

**Tuesday 08 September, Whitley, UK:** Jaguar and Land Rover are partners of World EV Day. The event celebrates and promotes electric mobility worldwide and connects stakeholders from across the industry with consumers to showcase the benefits of electrification and to encourage debate on a more sustainable future.

The automotive brands are working together to deliver Destination Zero, a mission to create a more sustainable future with zero emissions, zero accidents and zero congestion. Delivered through engineering and design creativity, customer-first culture and a readiness to be strategically bold, this vision is already a reality.

One critical contribution to delivery of Destination Zero is the electrification of the brands' respective product portfolios. Jaguar was the world's first manufacturer to introduce a premium all-electric SUV with the I-PACE and continues to be at the forefront of electrification innovation through its involvement in the FIA Formula E championship. Land Rover now offers four segment-leading plug-in hybrid electric vehicles in its stable from the Land Rover Discovery Sport P300e premium compact SUV and the new Land Rover Defender P400e through to its flagship Range Rover P400e.

**Stefan Berger, Director of Electrification, Jaguar Land Rover, said:** "Our vision is a world of sustainable, smart mobility: Destination Zero – zero emissions, zero accidents and

# MEDIA INFORMATION



zero congestion. World EV Day gives us an ideal opportunity to share that vision with people around the globe and encourage them to go electric.

“Both the Jaguar and Land Rover brands offer customers a compelling range of electrified products from PHEVs like the Range Rover Evoque to full electric models like the Jaguar I-PACE, and excitingly there are more to come.”

The Jaguar I-PACE is available to order now. Configure yours at: [www.jaguar.com](http://www.jaguar.com)

To discover more about Land Rover’s range of electrified products visit [www.landrover.com](http://www.landrover.com)

## ENDS

### Editors’ Notes:

#### About World EV Day:

World EV Day is a global movement, a day of celebration of e-mobility, and a day to shift the transition to sustainable transport with consumer, business and policy outcomes. In its inaugural year, 2020, World EV Day is a largely social media led campaign to engage consumers around the sustainability benefits of EVs.

#### About Jaguar Land Rover:

Jaguar Land Rover is the UK’s largest automotive manufacturer, built around two iconic British car brands. Land Rover is the world’s leading manufacturer of premium all-wheel-drive vehicles. Jaguar is one of the world’s premier luxury marques, as well as being the first ever brand to offer a premium all-electric performance SUV, the Jaguar I-PACE.

At Jaguar Land Rover we are driven by a desire to deliver class-leading vehicles, providing experiences people love, for life. Our products are in demand around the globe and in 2019 we sold 557,706 vehicles in 127 countries.

We employ 40,000 people globally and support around 250,000 more 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, an Engine Manufacturing Centre and soon to be opened Battery Assembly Centre. We also have vehicle plants in China, Brazil, India, Austria and Slovakia. Three of our seven technology hubs are in the UK – Manchester, Warwick (NAIC) and London – with additional sites in Shannon, Ireland, Portland, USA, Budapest, Hungary and Changshu, China.

# MEDIA INFORMATION



We have a growing 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 petrol engines, giving our customers even more choice.

We are confident that our comprehensive strategy, exciting pipeline of market-leading vehicles and innovative approach to technology and mobility will see us continue to progress towards Destination Zero, our mission to shape future mobility with zero emissions, zero accidents and zero congestion.

For more information about Destination Zero please visit:  
<https://www.jaguarlandrover.com/2019/destination-zero>

## **Jaguar Land Rover PR social channels:**

- Twitter: [@JLR\\_News](https://twitter.com/JLR_News)
- LinkedIn: [@JaguarLandRover](https://www.linkedin.com/company/jaguarlandrover)

## **About Jaguar**

The I-PACE has been designed and engineered in the UK and the country will remain the heartland of Jaguar Land Rover's manufacturing, engineering and design operations. Jaguar Land Rover builds the I-PACE in Austria as part of a manufacturing partnership with Magna Steyr.

Jaguar's heritage of elegant design and breath-taking performance has excited and delighted the world for 80 years. Today's world-class Jaguar family embodies the Art of Performance, with the remarkable, much admired and award-winning XE, XF and XJ saloons, the dramatic F-TYPE sports car, the F-PACE performance crossover – the fastest-selling Jaguar ever, the new E-PACE compact performance SUV and now I-PACE, the all-electric performance SUV that puts Jaguar at the forefront of the electric vehicle revolution.

## **Jaguar Channels:**

- Facebook: <http://www.facebook.com/Jaguar>
- Twitter: <http://twitter.com/Jaguar>
- Instagram: <http://instagram.com/Jaguar>
- YouTube: <http://www.youtube.com/JaguarCars>

## **About Land Rover**

Since 1948 Land Rover has been manufacturing authentic 4x4s that represent true 'breadth of capability' across the model range. Defender, Discovery, Discovery Sport, Range Rover, Range Rover Sport, Range Rover Velar and Range Rover Evoque each define the world's SUV sectors, with 80 per cent of this model range exported to over 100 countries.

## **Land Rover channels:**

- Facebook: <http://www.facebook.com/LandRover>
- Twitter: <http://twitter.com/LandRover>
- Instagram: <http://instagram.com/LandRover>
- YouTube: <http://www.youtube.com/LandRover>

MEDIA INFORMATION

