



## SIGNIFICANT SALES GROWTH IN NORTH AMERICA OFFSET BY CONTINUING WEAKER MARKET CONDITIONS IN CHINA

	January 2019	Change year-on-year	Apr 2018 – Jan 2019	Change year-on-year
Jaguar Land Rover	43,733	(10.9)%	463,732	(5.5)%
Jaguar	12,799	(9.0)%	143,701	3.6%
Land Rover	30,934	(11.6)%	320,031	(9.1)%

**Whitley, UK, [7] February 2019** – Jaguar Land Rover retail sales in January 2019 were 43,733 vehicles, down 10.9% compared to January last year. Strong sales of E-PACE, I-PACE and refreshed Range Rover and Range Rover Sport were more than offset by continuing market weakness in China and the run out of the Range Rover Evoque, ahead of the introduction of the all new Evoque later this quarter.

Retails in North America were up 13.2% but sales in China were down -39.8% reflecting continuing weakness in the market. Sales were also down in Europe (-5.7%) amid slowing economic growth and continuing diesel uncertainty while staying broadly flat in Overseas markets (-1.0%) and in the UK (-0.9%).

Jaguar retail sales in January were 12,799 vehicles, down 9.0% year-on-year. Sales of the new E-PACE and all-electric I-PACE grew while sales of other models were lower largely reflecting the China market.

Land Rover retailed 30,934 vehicles in January, down 11.6 % year-on-year as strong sales of the refreshed Range Rover and Range Rover Sport were more than offset by the run out of the Evoque and lower sales of other models largely reflecting weaker demand in China.

**Felix Brautigam, Jaguar Land Rover Chief Commercial Officer, said:**

**“We have begun the new year with a stellar start in North America, achieving our best ever January sales and significantly outperforming the industry, this reflects the strength of our brands and demand for our exciting product line-up. The economic slowdown in China continues to impact consumer confidence but, as part of our turnaround plan, we are working extensively with our retailers to rejuvenate sales.**

**“At Jaguar the sporty compact E-PACE and all-electric I-PACE sold particularly well, driving Jaguar sales for the current fiscal year which are at their highest level ever. Despite this, sales saw a dip in January due to lower demand for the F-PACE and the XF in China.**

**“The transition from the outgoing Range Rover Evoque and lower Discovery Sport sales in China impacted Land Rover sales, but we are encouraged by continued demand for the refreshed Range Rover and Range Rover Sport. With deliveries of the new Evoque due to start later this quarter we look forward to building momentum as we head into the year.”**



Jaguar Land Rover total retail sales for the 10 months to 31 January 2019 were 463,732, down 5.5% compared to the same period last year.

**ENDS**

For further information, please contact:

**Joan Chesney**

Corporate Affairs Manager

M: +44 (0) 7467 448 229

E: [jchesney@jaguarlandrover.com](mailto:jchesney@jaguarlandrover.com)

**Natasha Kaur**

Senior Communications Officer

Corporate Affairs

M: +44 (0) 7469 021 100

E: [nkaur6@jaguarlandrover.com](mailto:nkaur6@jaguarlandrover.com)



## **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 saloon 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 centre in the UK. We also have plants in China, Brazil, India, Austria and Slovakia.

Our innovation is continuous: we will spend in the region of £4 billion this year on new product creation and capital expenditure.

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 petrol engines.