



## **PREMIUM ALL-ELECTRIC CHAUFFEUR SERVICE LAUNCHES IN LONDON**

- **Havn launches premium chauffeur service across London with a fleet of all-electric Jaguar I-PACEs**
- **Tailor each Havn ride in advance with options such as playlist, temperature, and chauffeur interaction**
- **First class hospitality with a customer approval rating of 4.8/5**
- **Offers sustainable transport without compromising on luxury**
- **Havn launch follows successful 18,000-mile trial phase**

**London, UK** – A new all-electric premium chauffeur service called Havn launches today in London with a fleet of all-electric Jaguar I-PACE performance SUVs.

Each ride can be tailored to the preferences of the passenger with options such as playlist, temperature, and chauffeur interaction all customisable ahead of your journey via the [iOS and Android app](#) or an [online booking portal](#).

All Havn drivers are carefully selected, full-time employees of the company who will undertake a rigorous training programme, arming them with the skills to deliver Havn's customer-focused experience. This is reflected in the official app's approval rating of 4.8/5, which to date has been downloaded over 5,500 times.

Havn offers customers, an all-electric and totally personalised type of urban transport with no compromise on comfort and style that is unique to London. The company has clocked up over 18,000 miles in trials since September 2019.

Havn is backed by InMotion, Jaguar Land Rover's venture capital and mobility services arm, which is committed to investing in innovative new technologies for an autonomous, electrified, connected and shared mobility future. All this is helping to deliver Jaguar Land Rover's Destination Zero vision, a future underlined by zero emissions, zero accidents and zero congestion.

Since the trial phase in September, the fleet of Jaguar I-PACEs has grown thanks to demand from individuals and customers of premium businesses and corporate travel. Luxury hotels in



London using the service allow guests to request a vehicle from the concierge and be picked up at the door.

The push for businesses to search out more eco-friendly alternatives is reflected in a recent report\* which found that 66 per cent of UK companies plan to improve internal environmental -related practices to make them more sustainable by 2021.

Joseph Seal-Driver, Managing Director of Havn, said: “The decision to use the all-electric Jaguar I-PACE, the 2019 World Car of the Year, allows us to offer our customers a sustainable premium alternative – urban mobility with zero emissions.

“In just four months we have proved there is a significant appetite from customers who want sustainable transport without compromising on luxury, we’re seeing a fantastic response from businesses who want to improve their corporate travel.”

For further information, please visit <https://www.ridehavn.com/>

**ENDS**

**Editor’s notes:**

\*<https://www.telegraph.co.uk/business/ready-and-enabled/sustainability/increasing-spend/>

For more information about Destination Zero please visit [www.jaguarlandrover.com/2019/destination-zero](http://www.jaguarlandrover.com/2019/destination-zero)

**About InMotion**

At InMotion, we are investing in the future of transport, mobility and travel. Powered by Jaguar Land Rover, we are supporting entrepreneurs and innovators who change the way we move.

InMotion Ventures is Jaguar Land Rover’s venture capital fund. We invest in early-stage technology companies that change the face of urban mobility, support an active outdoor lifestyle and deliver unique travel experiences. We are based in London and invest globally.

InMotion’s mobility services arm Studio 107 works closely with our parent company Jaguar Land Rover to build new services in the urban mobility sector. The name Studio 107 is a nod to the 107% rule in motorsport. In qualifying, drivers who fail to set a lap within 107% of the fastest qualifying time are not allowed to start. Our goal is to select the ideas that play to our strengths and develop them into winning businesses.

Learn more about InMotion, please see: [inmotionventures.com](http://inmotionventures.com)

**About Jaguar**

Jaguar’s heritage of elegant design and breath taking performance has excited and delighted the world for 80 years. Today’s world-class Jaguar comprises the award-winning XE, XF and XJ saloons, the dramatic F-TYPE sports car, the F-PACE performance crossover – the fastest-selling Jaguar ever – the E-PACE compact performance SUV and I-PACE, the all-electric performance SUV and 2019 World Car of the Year that puts Jaguar at the forefront of the electric vehicle revolution.

**About Jaguar I-PACE**

I-PACE delivers electrifying all-wheel drive performance from its twin Jaguar-designed motors, with an output of 400PS and 696Nm of torque enabling 0-60mph in just 4.5 seconds. The state-of-the-art 90kWh Lithium-ion battery delivers up to 470km range (WLTP). The cabin optimises space for passengers while sophisticated materials and exquisite attention to detail identify this as a true Jaguar.

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