



JAGUAR LAND ROVER'S NEW SHAPE-SHIFTING SEAT OF THE FUTURE MAKES YOU THINK YOU'RE WALKING

- **Pioneering technology could help reduce the health risks caused by sitting down too long**
- **'Morphable' seat system continually adjusts to optimise customer wellbeing on long journeys**
- **Micro-adjustments made by series of actuators in seat foam simulate the rhythm of walking**
- **Research forms part of Jaguar Land Rover's commitment to make societies safer and healthier**

Thursday 16th January 2020, Whitley, UK – Jaguar Land Rover is developing the seat of the future - a pioneering shape-shifting system designed to improve customer wellbeing by tackling the health risks of sitting down for too long.

The 'morphable' seat, being trialled by Jaguar Land Rover's Body Interiors Research division, uses a series of actuators in the seat foam to create constant micro-adjustments that make your brain think you're walking, and could be individually tailored to each driver and passenger.

More than a quarter of people worldwide – 1.4 billion – are living increasingly sedentary lifestyles*, which can shorten muscles in the legs, hips and gluteals causing back pain. The weakened muscles also mean you are more likely to injure yourself from falls or strains.

By simulating the rhythm of walking, a movement known as pelvic oscillation, the technology can help mitigate against the health risks of sitting down for too long on extended journeys with UK drivers covering an average of 146 miles every week**.

Dr Steve Iley, Jaguar Land Rover Chief Medical Officer, said: "The wellbeing of our customers and employees is at the heart of all our technological research projects. We are using our engineering expertise to develop the seat of the future using innovative technologies not seen before in the automotive industry to help tackle an issue that affects people across the globe."



Jaguar and Land Rover vehicles already feature the latest in ergonomic seat design, with multi-directional adjustments, massage functions and climate control fitted across the range. Dr Iley has also issued advice on how to adjust your seat to ensure the perfect driving position, from removing bulky items in your pocket, to shoulder positioning and from ensuring your spine and pelvis are straight to supporting your thighs to reduce pressure points. View the video [here](#).

The research is part of Jaguar Land Rover's commitment to continually improving customer wellbeing through technological innovation. Previous projects have included research to reduce the effects of motion sickness and the implementation of ultraviolet light technology to stop the spread of colds and flu.

Together, these efforts are driving towards Destination Zero; Jaguar Land Rover's ambition to make societies safer and healthier, and the environment cleaner – a responsible future for our workers, customers and communities around us. Through relentless innovation, Jaguar Land Rover is adapting product and services to meet the rapidly-changing world.

ENDS

Editor's notes:

* World Health Organisation (WHO)

** Department for Transport, 2018

For more information about Destination Zero please visit www.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

MEDIA INFORMATION



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. We have seven technology hubs, in the UK these are based in Manchester, Warwick (NAIC) and London. Globally these are located in Shannon, Ireland, Portland, USA, Budapest, Hungary and Changshu, China.

We have 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. From 2020 all new Jaguar and Land Rover vehicles will offer the option of electrification, giving our customers even more choice.

Jaguar Land Rover PR social channels:

- Twitter: [@JLR_News](https://twitter.com/JLR_News)

For more information visit www.media.jaguarlandrover.com or contact:

Sally Clift

Senior Communications Manager

sclift2@jaguarlandrover.com

+44 7384 430009