



INMOTION INVESTS IN CIRCULOR TO HELP JAGUAR LAND ROVER TRACE SUSTAINABLE SUPPLY CHAIN

- **InMotion, Jaguar Land Rover's venture capital and mobility services arm, has invested in blockchain technology firm Circulor**
- **Blockchain technology can trace valuable raw materials from origin to supplier**
- **Ciculor uses combination of GPS, biometrics and QR codes to verify supply chain**
- **Investment will help Jaguar Land Rover source premium materials with greater transparency**

Tuesday 15th December, London, UK – InMotion, Jaguar Land Rover's venture capital and mobility services arm, has invested in blockchain technology firm [Ciculor](#).

The investment will enable Jaguar Land Rover to source premium materials with greater transparency as to the provenance, welfare, and compliance of suppliers throughout its networks. As part of its commitment to be a responsible business, Jaguar Land Rover is always innovating to reduce the environmental and ethical impact of its products across their lifecycle.

The technology can trace valuable raw materials throughout a global supply chain from origin to supplier, with Ciculor already using blockchain to boost the traceability of minerals used for electric vehicle batteries.

The technology uses a combination of GPS, biometrics and QR codes to digitally verify the movement of raw materials at every step of the process. As well as tracking compliance, the digital process will enable Jaguar Land Rover to assess the carbon footprint of its supply network.

Blockchain technology is impossible to modify or tamper with, giving customers complete confidence that the supply chain is authentic, and all materials have been sustainably sourced.

Sebastian Peck, Managing Director of InMotion Ventures said: "This investment is further evidence of Jaguar Land Rover's commitment to improving the sustainability of its supply chain around the globe, and will help authentically trace raw materials from origin to supplier, eventually to vehicle. The implementation of blockchain technology provides a great



opportunity to make a systemic change in supply chain compliance, not just for the automotive world but for other industries, too.”

Douglas Johnson-Poensgen, CEO and Founder of Circular, said: “Our blockchain technology has already proved its worth in tracking materials, and we are excited to innovate further with Jaguar Land Rover and its global supply chain. We believe the digitalisation of the supply chain is key to ensuring traceability between the multiple intermediaries that handle the material between its origin and the manufacturer.”

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Editor’s notes:

For more information about Destination Zero please visit 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

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.

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.

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.

About Circulor

Ciculor provides Traceability-as-a-Service to verify responsible sourcing, underpin effective recycling and attribute CO2 footprint and other impact metrics to the flow of materials. This directly supports manufacturers in addressing the UN Sustainability Goals by reaching parts of their supply chains that most currently have little real visibility into.

For more information about Circulor, please visit www.ciculor.com

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