



JAGUAR LAND ROVER SPECIAL VEHICLE OPERATIONS REPORTS FISCAL 2019/20 RETAIL SALES GROWTH

- Strong demand for its widest-ever range of SV models drives Jaguar Land Rover's Special Vehicle Operations division to record sales for the 2019/20 fiscal year
- Special Vehicle Operations retailed more than 9,500 SV vehicles in 2019/20 fiscal year – up 64 per cent year-on-year
- Best-selling SV models amplifying performance and luxury attributes of Jaguar and Land Rover vehicles include 550PS Jaguar F-PACE SVR and 575PS Range Rover Sport SVR
- Expansion of SV Specialist Centres to 100 retailer sites has played a key role in sales rise

Fen End, Warwickshire, UK – 20 May 2020: Jaguar Land Rover's Special Vehicle Operations division retailed more than 9,500 high-performance and luxury SV products in Fiscal 2019/20, up 64% on Fiscal 2018/19, despite the coronavirus pandemic impacting sales in the fourth quarter of the fiscal year.

Extremely strong demand for all seven SV vehicles has driven this growth, including the long-wheelbase Range Rover SVAutobiography, which offers airline-style Executive Class seating, and the driver-focused 565PS Range Rover SVAutobiography Dynamic.

The 575PS Range Rover Sport SVR remains the best-selling SV model, with demand continuing to grow through its fifth year of production, while launches of the 550PS Jaguar F-PACE SVR and Range Rover Velar SVAutobiography Dynamic – which both saw deliveries starting in 2019 – made significant contributions to the overall numbers.

Michael van der Sande, Managing Director, Jaguar Land Rover Special Vehicle Operations, said: *“Despite a challenging sales environment for the automotive industry as a whole, we're delighted that the demand for Jaguar and Land Rover SV products continues to grow strongly, just five years after the division was first launched. We currently have our broadest-ever range of models offering enhanced performance and luxury, each with its own distinctive personality that resonates with our customers.”*



This increase in retail sales has been supported by the roll-out of SV Specialist Centres in key markets and the establishment of dedicated SV areas at retailers including the new Jaguar Land Rover Statement Site in Munich, Germany. These retailers are trained to meet the exacting needs of SV's customer base and deliver the premium service expected from SV, including personalisation requests. SV Specialist Centres have already launched at 100 retailer sites globally, with more to follow.

Mark Turner, Commercial Director, Jaguar Land Rover Special Vehicle

Operations, said: *"We've focused on satisfying demand for existing SV vehicles, while simultaneously expanding into new sectors with models such as the Jaguar F-PACE SVR, which instantly became our second highest volume vehicle. Developing the SV presence in the global Jaguar Land Rover retail network and on social media, in conjunction with SV Bespoke, is also having a positive effect on our business."*

Special Vehicle Operations' SV Bespoke department – tailoring paint colour and finish, interior and exterior trim choices to create truly individual vehicles for customers – has also seen 20 per cent growth in bespoke commissions and Premium Palette paint finishes for a selection of Jaguar and Land Rover vehicles.

For regular Jaguar and Land Rover SV updates, and exclusive stories from the team behind the cars, follow @JaguarSV and @LandRoverSV Instagram accounts.

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Notes to Editors

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.

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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 Fiscal 2019/20 we sold 508,659 vehicles in 127 countries.

We employ some 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.

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 Jaguar Land Rover Special Vehicle Operations

Jaguar Land Rover Special Vehicle Operations delivers world class products and services to the most demanding customers world-wide, including SV products. SV enhances the desirability of Jaguar and Land Rover vehicles to create 'the best of the best' vehicles by amplifying key characteristics including performance and luxury.

The Fiscal 2019/20 Special Vehicle Operations line-up featured seven distinctive SV models:

- Jaguar F-TYPE SVR
- Jaguar F-PACE SVR
- Jaguar XE SV Project 8
- Range Rover SVAutobiography
- Range Rover SVAutobiography Dynamic
- Range Rover Sport SVR
- Range Rover Velar SVAutobiography Dynamic

SV vehicles are available to order via global Jaguar Land Rover Retailers, including a growing number of designated SV Specialist Centres.

For more information see: www.jaguar.com/svo www.landrover.com/svo

In addition to SV products, Special Vehicle Operations produces Commercial versions of Land Rover products, the armoured Range Rover Sentinel, Jaguar and Land Rover Accessories, as well as operating Jaguar Land Rover Classic and all-terrain specialist Bowler.

Further information

Media websites:

www.media.jaguar.com

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