

JAGUAR LAND ROVER

# MEDIA PACK

PROUD CREATORS OF  
MODERN LUXURY

19 APRIL 2023





JLR announced today it will invest £15 billion over the next five years as its modern luxury electric-first future accelerates.

The company will accelerate its transition to become the world's leading modern luxury car manufacturer revealing its Halewood plant in the UK, will become an all-electric production facility and its next generation medium-size SUV architecture, electrified modular architecture (EMA), will now be pure-electric.

While EMA will now be electric only as the trend to electrification in certain markets increases, JLR will retain the flexible modular longitudinal architecture (MLA) on which Range Rover and Range Rover Sport are built offering internal combustion engine (ICE), HYBRID and battery electric vehicle (BEV) options. This gives JLR uncompromised flexibility to adapt its vehicle line up to meet the needs of different markets around the world, that are moving at different speeds towards net zero carbon targets.

In an update to global media at JLR's centre in Gaydon, Chief Executive Adrian Mardell reaffirmed the business's commitment to its Reimagine strategy, which will reposition the company as an electric-first, modern luxury carmaker by 2030, as JLR makes strides towards its financial goals of achieving a net cash positive position by FY25 and double-digit EBIT by 2026.

“ Two years ago, we launched our Reimagine strategy and since then we have made great progress, including launching two new critically acclaimed modern luxury Range Rover and Range Rover Sport models, joining the Defender family, for which there is record demand. We achieved this while navigating the headwinds of the pandemic and chip shortages, and successfully ramping up production of our most profitable models to deliver a profit in Q3.

“Today I am proud to announce we are accelerating our electrification path, making one of our UK plants and our next-generation medium-size luxury SUV architecture fully electric. This investment enables us to deliver to our modern luxury electric future, securing jobs, developing new skills, and reaffirming our commitment to be net zero carbon by 2039.

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**Adrian Mardell** - Chief Executive Officer, JLR

# HOUSE OF BRANDS

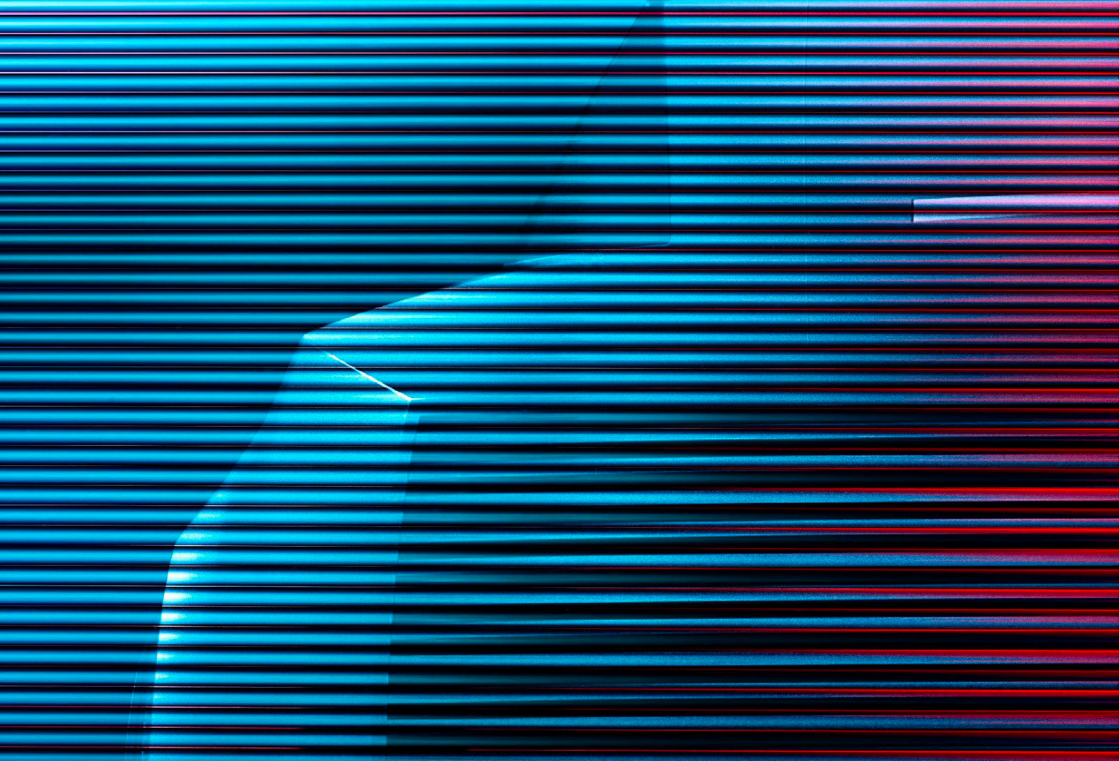
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As a next step within the Reimagine strategy, it was revealed JLR will move to a House of Brands approach, to amplify the unique character of each of its brands - Range Rover, Defender, Discovery and Jaguar - and accelerate the delivery of the company's vision, to become proud creators of the world's most desirable modern luxury automotive brands for the most discerning clients.

“ Pivotal to our Reimagine strategy is the formation of the House of Brands, which is a natural evolution, with a purpose of elevating and amplifying the uniqueness of our characterful British marques. Our ultimate ambition is to build truly emotionally engaging experiences for our clients that, overtime, will build long-term high equity for our brands and long-term sustainability for JLR. ”

**Professor Gerry McGovern OBE** - Chief Creative Officer, JLR





## NEW JAGUAR

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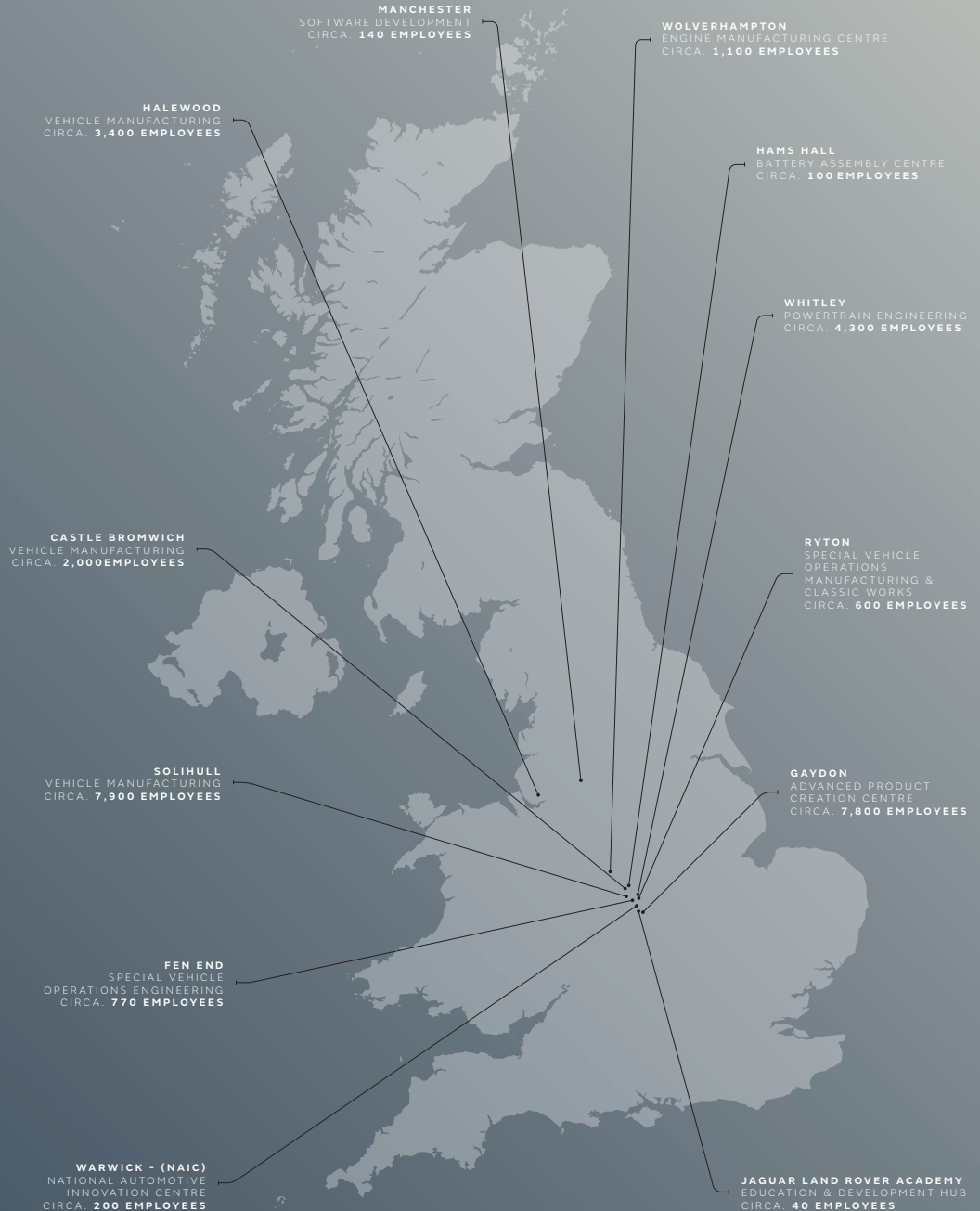
JLR also announced that the first of three reimagined modern luxury Jaguars will be a 4-door GT built in Solihull in the West Midlands, UK. With power output more than any previous Jaguar, a range up to 700 kms (430 miles), and with indicative pricing from £100,000, new Jaguar will be built on its own unique architecture, named JEA. More details of the new 4-door GT Jaguar will be released later this year, before going on sale in selected markets in 2024, for client deliveries in 2025.

“ We have radically reimagined Jaguar as a modern luxury brand. The key to Jaguar’s transformation is that the designs convey the sense that they are a copy of nothing. ”

**Professor Gerry McGovern OBE** - Chief Creative Officer, JLR

# UK GLOBAL INDUSTRIAL FOOTPRINT

THE UK IS OUR HEART AND SOUL WITH OVER 31K EMPLOYEES ACROSS OUR SITES



# GLOBAL INDUSTRIAL FOOTPRINT

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**AUSTRIA - GRAZ**  
VEHICLE MANUFACTURING  
CIRCA. 60 EMPLOYEES

**SLOVAKIA NITRA**  
VEHICLE MANUFACTURING  
CIRCA. 3,900 EMPLOYEES

**IRELAND - SHANNON**  
SOFTWARE DEVELOPMENT  
CIRCA. 230 EMPLOYEES

**HUNGARY - BUDAPEST**  
TECHNICAL ENGINEERING  
CIRCA. 200 EMPLOYEES

**BRAZIL - ITATIAIA**  
VEHICLE MANUFACTURING

**CHINA - CHANGSHU**  
VEHICLE & ENGINE  
MANUFACTURING

**USA - PORTLAND**  
RESEARCH & COLLABORATION

**INDIA - PUNE**  
VEHICLE & ASSEMBLY





## RANGE ROVER

Announcing news of its next generation electrification roadmap, JLR confirmed it will start to invite applications for client orders for the modern luxury all-electric Range Rover later this year. The first of its next generation medium-size modern luxury SUVs will be an all-electric model from the Range Rover family, launching in 2025 and built at Halewood in Merseyside, in a move that further affirms JLR's commitment to the future of the UK car industry.

“ With Range Rover, the original luxury SUV, available for pre-order in pure electric form later this year, and the first of three breath-taking electric reimagined Jaguar models to be launched in 2025, we are stepping into an incredibly exciting new electric era for JLR as a modern luxury business. ”

**Adrian Mardell** - Chief Executive Officer, JLR



INDUSTRIAL

## INVESTING IN JLR'S UK INDUSTRIAL FOOTPRINT

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In addition to the news that its Halewood plant in Merseyside will become an all-electric production facility and its next generation medium-size SUV architecture, electrified modular architecture (EMA), will now be pure-electric, JLR also revealed its Engine Manufacturing Centre in Wolverhampton, UK, currently producing Ingenium internal combustion engines for its vehicles, will have an electric future producing electric drive units, battery packs for JLR's next generation vehicles. It will be renamed the Electric Propulsion Manufacturing Centre to reflect the move.

In positive news for the future of the historic Castle Bromwich site, JLR confirmed that its stamping facilities that prepare pressed body metalwork for JLR's vehicles will be expanded to play a key role in the company's electric future, by providing bodywork for next generation electric vehicles. JLR continues to explore options for other parts of the Castle Bromwich site.





## S P E A K E R S

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**ADRIAN MARDELL**  
CHIEF EXECUTIVE OFFICER

- > Investment of £15bn over five years in JLR's industrial footprint, vehicle programmes, autonomous, AI and digital technologies and people skills
- > JLR will become a double-digit profitable business by FY26, cash positive from FY25
- > In Q3, we achieved Revenue of £6bn, EBIT of 3.79%, Profit before Tax of £265m and generated cash of £490m
- > Our Q4 wholesales were up 19% vs Q3 (exc. Chery), and up 24% vs Q422. Free cash flow is estimated to be over £800 million positive for Q423, based on a preliminary estimated cash balance of over £3.7 billion and net debt of around £3.0 billion
- > Our record order book is circa 200k for our latest highly successful Range Rover. Rover Sport and Defender models
- > By 2039, we will be a net carbon zero business and by the end of this decade we will have reduced Greenhouse Gas emissions across our manufacturing and operations by 46 percent for Scope 1 & 2 and by 54% across our vehicle emissions value chains



**GERRY MCGOVERN**  
CHIEF CREATIVE OFFICER

- > Modern luxury embraces our modernist design philosophy to authentically build desirability and emotional engagement for our brands
- > It means we create inspirational, exclusive, and exceptional experiences for our clients. This in turn builds high value creation, congruent with a modern luxury positioning
- > Pivotal to our journey of transformation is the formation of the House of Brands which is a progressive evolution of JLR. Our House of Brands will elevate the unique characteristics and status of these much-loved British Marques
- > Jaguar will be a radically reimagined brand - pivotal moment for the brand. Key to the transformation of Jaguar is a new brand world that lives up to the promise of 'A Copy of Nothing'

## S P E A K E R S

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LENNARD HOORNIK  
CHIEF COMMERCIAL OFFICER

- > We have been transforming our business since we launched Reimagine, moving to a modern luxury and house of brands approach
- > Our commercial strategy will transform how we reach clients (Go to Market), how we grow (Growth) and how we deliver a modern luxury digital experience for our clients across all touchpoints
- > Customer behaviour is changing, allowing us to challenge and transform our business
- > House of Brands will drive distinction and differentiation



NICK COLLINS  
EXECUTIVE DIRECTOR,  
VEHICLE PROGRAMMES

- > Our new EMA architecture will now be BEV only. In simplifying EMA as a pure-electric, we will seamlessly accelerate the electrification of our vehicles. EMA will allow differing battery technologies, so we can evolve and adapt to include solid-state later in the decade
- > Our all-new unique, JEA architecture has been developed specifically for the reimagined Jaguar brand.
- > Later this year, the first pure electric MLA will go on sale with Range Rover. The original luxury SUV will become the world's first, and finest, electric luxury SUV - a peerless symbol of our vision of modern luxury
- > Electrification is a journey. We have built-in flexibility that allows us to behave and act with an agile mindset and deliver electrification in line with the markets

## S P E A K E R S

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**THOMAS MÜLLER**  
EXECUTIVE DIRECTOR,  
PRODUCT ENGINEERING

- > Energy is the new gold. I-PACE delivered 85% overall energy efficiency, but EMA will be 92%
- > Our tech hubs represent 10% of our global engineers. 25% of Product Engineering base is not in UK
- > Future Product Engineering Digital Platform team will make up over 25% of total engineering team
- > As of January, global recruitment drive had filled over 500 engineering and digital vacancies
- > JLR has completed more than six million over-the-air software updates to date, on a growing fleet of 500,000 vehicles.



**BARBARA BERGMEIER**  
EXECUTIVE DIRECTOR,  
INDUSTRIAL OPERATIONS

- > We have a clear vision of a state-of-the-art Industrial Operation Ecosystem that is digitally enabled to deliver end-to-end visibility throughout the supply chain by 2026
- > We have developed a robust long-term strategy to ensure security of supply for the future
- > By the middle of the decade, we will need an estimated 6-10 giga-watt hours of battery cells. By 2030, we forecast that number will globally jump to at least 50 giga-watt hours
- > We are taking control of our own BEV value chain – by designing and manufacturing parts such as Electric Drive Units in-house.
- > We are benefitting from the power of our Tata owners to accelerate our transformation



## FACTS ABOUT JLR

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We have 20 global locations designing, engineering and manufacturing modern luxury vehicles, with c.40,000 employees globally.

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We have ten product engineering facilities (five in the UK, five global) and 11 manufacturing facilities (five in the UK and six overseas).

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In October 2022, we announced a third shift in Nitra, Slovakia which builds our Defender and Discovery models, to meet the demands of our clients and create job opportunities.

# T I M E L I N E

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- 1922 Jaguar was founded in 1922 as the Swallow Sidecar Company
- 1948 The first Land Rover was produced in Solihull in 1948, at the same site we use today.
- 2008 Jaguar and Land Rover acquired by Tata Motors
- 2011 £400m invested at Halewood to start Range Rover Evoque production
- 2012 Joint venture in China saw the formation of Chery Jaguar Land Rover
- 2014 The Engine Manufacturing Centre was opened by Her Majesty the Queen
- 2018 Production started at our state of the art manufacturing facility in Nitra, Slovakia
- 2019 The Advanced Product Creation Centre at Gaydon was unveiled  
  
The most capable Land Rover ever is launched, the New Defender
- 2021 New Global Strategy; Reimagine is announced  
  
An icon is Reimagined to critical acclaim, the New Range Rover
- 2022 The New Range Rover Sport was revealed

# C O N T A C T

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JAGUAR LAND ROVER

