

## JAGUAR LAND ROVER UK PARTNERS WITH ANDERSEN EV FOR LUXURY, CUSTOMISABLE HOME CHARGING



- Jaguar Land Rover UK will now offer luxury, high-quality home charging points from London-based manufacturer and supplier Andersen EV
- Unique charging points hide the cable and plug when not in use and are available in 96 colour and finish combinations to match the unique style of any home
- Made to order and created with genuine craftsmanship, using only the finest quality materials
- Compatible with all electrified Jaguar Land Rover models and offered with 7kW and 22kW power outputs
- Units will be available to order in Jaguar Land Rover showrooms, ready for use by customers
- Reflects Jaguar Land Rover's commitment to modern, luxury experiences, goods and services for its customers

**Whitley, UK, 4 July 2022:** Owners of electrified Jaguar and Land Rover models will be able to charge their vehicles at home with unrivalled style thanks to a new agreement with fellow British company Andersen EV.

London-based Andersen EV is a manufacturer and supplier of customisable, high-end vehicle charge points for the most discerning of customers, and a perfect partner for Jaguar Land Rover as its future electrification plans, announced as a part of the Reimagine strategy revealed last year, gather momentum.

Andersen EV's A2 home charger, which comes with 7 or 22kW power options, will be available to all customers and is compatible with the full range of electrified Jaguar and Land Rover vehicles.

Where it differs from many chargers, though, is with Andersen EV's unmatched focus on aesthetics. The A2 features a unique hidden compartment that ensures the charging cable and plug cannot be seen when not in use, and the look can be tailored to specific tastes, with a huge choice of 96 diverse colour and finish combinations available, including precision-engineered metal or sustainably sourced Accoya® wood. Each charging point is made to order in Andersen EV's UK factory using materials of the highest quality.

The partnership will see the home chargers installed at Jaguar Land Rover showrooms, where customers will be able to try them out and place an order at the same time as reserving their vehicle. Andersen EV will then provide a dedicated, tailored service, with an on-site survey followed by having the wall box installed by a qualified and professional Andersen EV electrician.

Once operational, the A2 will allow owners to keep track of energy use and costs from their Apple or Android smartphone via Andersen EV's Konnect+ app. The charging point can also be kept secure thanks to a smart remote software locking feature.

Jaguar Land Rover's Reimagine strategy was revealed in February 2021, with a focus on modern luxury, unique customer experiences and positive societal impact.

As part of this, Jaguar will be reimagined as an all-electric luxury brand by 2025, while all Land Rover nameplates will be available in pure electric form by the end of the decade. The transformation to full electrification at Jaguar is already under way, with the all-electric Jaguar I-PACE SUV accompanied by the Jaguar E-PACE and the Jaguar F-PACE plug-in electric hybrids.

Land Rover is embracing the strategy too, with a battery-electric Range Rover set to premiere in 2024. The New Range Rover is already available with an extended range plug-in electric hybrid, producing CO2 emissions as low as 18g/km and providing up to 70 miles of EV range. The recently revealed, dynamic New Range Rover Sport will also offer pure electric propulsion from 2024, with two extended-range plug-in electric hybrid vehicles available from launch. Plug-in electric hybrid versions of the Range Rover Velar, Range Rover Evoque, Land Rover Discovery Sport and Land Rover Defender are also already available.

**Rawdon Glover, Jaguar Land Rover UK MD, said:** *“Our new strategy set out how Jaguar Land Rover would reimagine the future of modern luxury by design, and our new partnership with Andersen EV reflects that. We are on a mission to create the world’s most desirable luxury vehicles and services for the most discerning of customers, and so it is absolutely fitting that we are able to offer intelligent, stylish equipment that sets a new standard for home charging devices and installations that perfectly complements the dramatic beauty of our vehicles.”*

**Rob Mouser, Andersen EV Executive Chairman, said:** *“We are delighted to partner with two world-renowned brands Jaguar and Land Rover and be part of their respective electrified futures – collectively we share a passion for pioneering, intelligent technology and service excellence. I’m sure Jaguar and Land Rover drivers love their homes as much as their vehicles, and now they have the chance to have installed a great-looking charger that fits with the design of their home, built with genuine craftsmanship, that is unlike anything else on the market.”*

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### **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 electric 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.

For more information visit [uk.media.jaguar.com](http://uk.media.jaguar.com) or [uk.media.landrover.com](http://uk.media.landrover.com) or contact:

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### **About Andersen EV**

Andersen EV is a British manufacturer and installer of high-end vehicle charge points, focused on creating a range of home wall box chargers for the premium market. The scale-up launched in 2015 after recognising premium design and service was missing from the growing charge point market.

The Andersen EV A2 is a stylish EV charging point that combines unrivalled aesthetics and pioneering technology. The A2 hides the integrated cable and enhances the charging experience for electric vehicle enthusiasts, with 7kW and 22kW power options and SMART controlled connectivity. Every charging point comes with the Kønnect+ mobile app which allows users to track energy usage, schedule charging and activate the disable function on the charge point remotely.

The ergonomic unit is available in sustainable Accoya® wood or precision-engineered metal and in a range of colours. Each product is made to order and delivers smart technology with elite craftsmanship.

<https://andersen-ev.com/>

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