

**JAGUAR LAND ROVER REPORTS NOVEMBER RETAIL SALES:  
GROWTH IN CHINA AND NORTH AMERICA,  
CONTINUED INCREASE IN NEW EVOQUE SALES**

**Whitley, UK, 9 December 2019** – Jaguar Land Rover retail sales in November 2019 were 46,542 vehicles, down 3.4% compared to November 2018.

Sales continued to improve in China (up 29.0% year-on-year) marking the fifth consecutive month of double-digit sales growth in the region. North America also grew (4.9%), achieving best ever November sales levels. Sales were down in the UK (-10.8% reflecting lower industry and lower incentives on selected models), Europe (-16.8%, largely reflecting higher sales a year ago ahead of tax changes in certain jurisdictions), and Overseas (-16.7%, largely Russia and MENA).

Model highlights include the new Range Rover Evoque (up 25.2%), the refreshed Land Rover Discovery Sport (up 4.4% and just launching in China), as well as the Land Rover Discovery (up 15.5%) and Range Rover Sport (up 4.8%).

Land Rover retail sales in November 2019 were 35,078 vehicles, up 5.5% year-on-year, and Jaguar retails were 11,464 vehicles, down 23.1% year-on-year.

**Felix Brautigam, Jaguar Land Rover Chief Commercial Officer, said:**

*“Against the backdrop of a downturn in the global automotive market, we were pleased to see our sales grow in the US and China. Despite the ongoing headwinds in China, we continue to see green shoots of recovery in our sales there. The intensive work with our retailers in the region, combined with significant process and product improvements are starting to gain traction.*”

*“For Jaguar globally, we were very excited to launch our new Jaguar F-TYPE at the beginning of December, to initial very positive customer and media reaction. The two-seat sports car offers a perfect balance of performance and driver reward with an even more muscular, assertive design and further enhanced precision in the chassis set-up. Its cabin is defined by rich materials and beautiful, driver-oriented details, connectivity is state-of-the-art, but first and foremost it is an amazingly involving and exciting drive. In a similar vein, we were delighted to see the all-electric Jaguar I-PACE crossover win Germany’s prestigious Golden Steering Wheel award in one of the world’s most competitive markets for premium cars.*”

*“Land Rover continues to perform well overall, with a very rich mix of models. Sales of our comprehensively updated Land Rover Discovery Sport are also gathering momentum while appreciation of the all-new Range Rover Evoque is growing apace as customers opt for its combination of dynamic on-road handling, luxurious refinement and trademark Land Rover all-terrain capability.”*

Jaguar Land Rover retail sales for Fiscal 2019/20 year to date (April to October 2019) were 345,976, down 5.9% compared to the same period last year, and for the third quarter to date (October to November 2019) were 88,408 vehicles, down 4.4% year on year.



**Sales data summary**

	November 2019		Q3 to date Oct - Nov 2019		FY20 year to date Apr - Nov 2019	
	Units	YoY % Change	Units	YoY % Change	Units	YoY % Change
Jaguar Land Rover	46,542	(3.4%)	88,408	(4.4%)	345,976	(5.9%)
Jaguar	11,464	(23.1%)	22,070	(23.0%)	98,933	(13.8%)
Land Rover	35,078	5.5%	66,338	4.0%	247,043	(2.4%)

**ENDS**

**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 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 vehicle models offer the option of electrification, giving our customers even more choice.

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