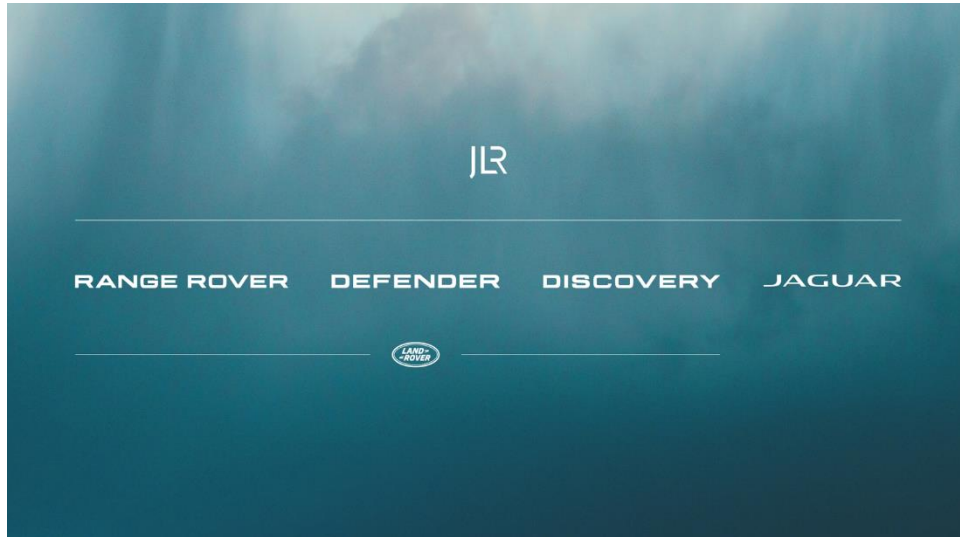


## JAGUAR LAND ROVER UNVEILS NEW JLR CORPORATE IDENTITY AS IT ACCELERATES MODERN LUXURY VISION



- Jaguar Land Rover unveils new corporate identity as it evolves to JLR
- New JLR identity embodies elegance, modernity and the company's forward-thinking essence
- As announced, Range Rover, Defender, Discovery and Jaguar brands to be amplified under House of Brands approach
- Land Rover heritage mark to remain integral and will be visible on our vehicles, online platforms and retail sites
- New JLR identity is next step in *Reimagine* strategy and reflects company's modern luxury ambition

Gaydon, UK, 1 June 2023: Jaguar Land Rover has unveiled its new corporate identity today, as part of its move to a House of Brands organisation.

The new brand identity aspires to remove ambiguity and bring to the fore the unique DNA of each of JLR's brands - Range Rover, Defender, Discovery and Jaguar – as well as accelerate the delivery of the company's vision to be Proud Creators of Modern Luxury.

Commenting on the new identity, JLR CEO Adrian Mardell, said: "Today is an exciting day as we unveil a new identity for our company as part of our House of Brands approach. I'm confident this perfectly illustrates JLR's ambition in the modern luxury space."

JLR's Chief Creative Officer, Professor Gerry McGovern OBE, said: "This is the next chapter of our *Reimagine* journey to become a truly modern luxury business. The new JLR identity will bring clarity to our clients and act as a unifier for our four distinct British brands."

The creative process behind the new identity focused on elegance, modernity and a forward-thinking essence to exhibit the direction and ambition of the company. The

descending j aspires to add elegance, while the lighter weight of the emblem illustrates the step change to refinement and modernity.

JLR reaffirmed today that the Land Rover brand will remain a key part of the company's DNA. Land Rover continues as a world-renowned and important heritage mark, remaining on vehicles, websites, social media and retail sites, underpinning the world-class Range Rover, Defender and Discovery brands.

## ENDS

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## About JLR

JLR's *Reimagine* strategy is delivering a sustainability-rich vision of modern luxury by design.

We are transforming our business to become carbon net zero across our supply chain, products, and operations by 2039. We have set a roadmap to reduce emissions across our own operations and value chains by 2030 through approved, science-based targets. Electrification is central to this strategy and before the end of the decade our Range Rover, Discovery, Defender collections will each have a pure electric model, while Jaguar will be entirely electric.

At heart we are a British company, with two design and engineering sites, three vehicle manufacturing facilities, an engine manufacturing centre, and a battery assembly centre in the UK. We also have vehicle plants in China, Brazil, India, Austria, and Slovakia, as well as seven technology hubs across the globe.

JLR is a wholly owned subsidiary of Tata Motors Limited, part of Tata Sons.