



7<sup>th</sup> April, 2017

### JAGUAR LAND ROVER BEATS 600,000 SALES BARRIER IN 2016/17

	March	% increase YOY	2016/17	% increase YOY
Jaguar Land Rover	90,838	21%	604,009	16%
Jaguar	27,820	83%	172,848	83%
Land Rover	63,018	5%	431,161	1%

Jaguar Land Rover, the UK's largest manufacturer of premium luxury vehicles, today reported record retail sales of 604,009 vehicles (including sales from our China joint venture) in the financial year, up 16% compared to last year, exceeding 600,000 for the first time in the company's history. Retail sales for the Fourth Quarter were 179,509 vehicles, up 13% on the same quarter a year ago, and March sales reached 90,838 units, up 21% on March 2016.

Retail sales for the full financial year were up year-on-year in China (32%), North America (24%), the UK (16%) and Europe (13%), whilst sales in other Overseas markets were down 6%. For the month of March, retail sales were up in Europe (21%), North America (21%), China (21%) and Overseas markets (6%) compared to March 2016. In the UK, March sales were up 26.5% to a record 31,778 vehicles.

Andy Goss, Jaguar Land Rover Group Sales Operations Director said: ***“These numbers set the seal on Jaguar Land Rover’s seventh successive year of sales growth, by breaking through the 600,000 barrier. We continue to make encouraging gains in key markets such as China and North America, as well as seeing sustained customer demand for the Jaguar F-PACE, Range Rover Evoque and Land Rover Discovery Sport.*”**

***“The last 12 months have seen the launch of three completely new product lines, and successful growth across many of our existing products. Jaguar sales are still increasing strongly and Jaguar is now Europe’s fastest-growing car brand.”***

Retail sales for Jaguar were a record 172,848 vehicles in the financial year, up 83% compared to the prior year primarily driven by the successful introduction of the F-PACE and solid sales of the XE and XF. Jaguar retails in the Fourth Quarter were 53,972 vehicles, up 81% on the same quarter last year, and 27,820 units in the month of March, up 83% compared to March 2016.

Land Rover retailed 431,161 vehicles this financial year, up 1% compared to last year, as continuing strong sales of the Discovery Sport, Evoque and Range Rover Sport were offset by the run-out of

Defender and Discovery. Retail sales for Land Rover for the Fourth Quarter were 125,537 units, down 3% on quarter four last year, and retails in March were 63,018 vehicles, up 5% compared to March 2016.

Last month Land Rover launched the Velar, a new addition to the Range Rover family, positioned between Evoque and Range Rover Sport.

ENDS.

**Notes to editors:**

- Jaguar Land Rover is investing £3.5 billion annually to extend its model range and manufacturing footprint, including the investment in a new plant in Slovakia and recently launched models including the all-new Discovery, Range Rover Evoque Convertible and Chinese-market Jaguar XFL.
- Over the past six years, Jaguar Land Rover has doubled sales and employment, more than tripled turnover, and invested more than £15 billion in new product creation and capital expenditure.
- The company will invest heavily in new products and facilities in Fiscal 2017 and beyond.
- Jaguar Land Rover is one of the UK's largest exporters and generates around 80% of its revenue from exports.

**For more information, please visit [www.newsroom.jaguarlandrover.com](http://www.newsroom.jaguarlandrover.com) or contact:**

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