



PRESS RELEASE

8 JANUARY 2018

STRICTLY EMBARGOED 8 JANUARY 2018 12:00 (GMT)

AWARD-WINNING VEHICLES DRIVE JAGUAR LAND ROVER SALES UPLIFT IN 2017

- **Best ever full-year global sales of 621,109 vehicles**
- **Uplift in sales of Ingenium clean petrol and diesel technologies**
- **Year-on-year sales up, despite tougher conditions in key markets**
- **Sales have more than tripled since 2009, driven by award-winning product portfolio**
- **Jaguar sells a record-breaking 178,601 vehicles, up 20%**
- **Land Rover retails a record 442,508 vehicles, up 2%**

| | Jan – Dec | % increase YOY | December | % increase YOY |
|----------------------|------------------|---------------------------|-----------------|---------------------------|
| Jaguar Land Rover | 621,109 | 7% | 55,697 | 1% |
| Jaguar | 178,601 | 20% | 15,079 | (8%) |
| Land Rover | 442,508 | 2% | 40,618 | 4% |

Despite tough conditions in some key markets, Jaguar Land Rover achieved its best ever full-year global sales in 2017 with retails of 621,109 vehicles, up 7% on the prior year – more than triple the 2009 figure. The company's seventh successive year of sales growth was driven by the introduction of new models into new and existing segments, increased uptake of its Ingenium clean diesel and petrol engines and the development of its manufacturing operations around the world to increase capacity.

Jaguar sales were up 20% for the year, retailing 178,601 vehicles. This was the brand's strongest ever full-year performance and was driven by sales of the Jaguar F-PACE, XE and XF, including the all-new XF Sportbrake.

Land Rover retailed a record 442,508 vehicles in 2017, up 2% on 2016. The best-seller for the year was the Discovery Sport, retailing 126,078 vehicles. Also notable were sales of the Range Rover Evoque and Range Rover Sport, selling more than 190,000 vehicles in 2017.

During 2017 Jaguar Land Rover celebrated 160 global awards, which included the F-PACE being named the 'World Car of The Year'. The company received the 'Excellence in Manufacturing' and 'Technology Pioneer of the Year' awards. In addition it was awarded 'CompanyBest 2017' by *Autobest*, for consistency in innovation, growth and global investment.

Growth in China and the USA helped offset the impact of difficult market conditions in the European, UK and Overseas markets. China was the company's largest sales region in 2017 with annual sales of 146,399, up 23% year-on-year. North America reported a calendar year record with sales of 128,097, 9% up on the previous high in 2016.

The UK also showed a solid performance with sales of 117,748 Jaguars and Land Rovers, on a par with the 2016 record and bucking the overall trend in the company's domestic market. Similarly, Jaguar Land Rover's retail sales were 138,643 in Europe, in line with the previous year despite difficult market conditions in the region. Sales were down 0.5% down in other Overseas markets.

Andy Goss, Jaguar Land Rover Group Sales Operations Director, said: ***"We have once again delivered year-on-year sales increases thanks to a world-class product range and new models such as the E-PACE and Velar, as well as China-specific models such as the XFL.***

"But we are facing tough times in key markets such as the UK where consumer confidence and diesel taxes will hit us."

Looking ahead to 2018, Andy Goss said: ***"While there will be further challenges facing our industry, there are also exciting times ahead for Jaguar Land Rover. We continue to over-proportionally invest in delivering clean, safe, smart technologies and new vehicles to our customers."***

This year sales will ramp up for forthcoming models going on sale in the coming months including Jaguar's new E-PACE compact performance SUV, the refreshed Range Rover and Range Rover Sport (including plug-in hybrid models) and the Jaguar I-PACE electric performance SUV.

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.

We employ almost 42,000 people globally and support around 240,000 more through our dealerships, suppliers and local businesses. Manufacturing is centred in the UK, with additional plants in China,

Brazil, Austria and Slovakia.

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 2017 Jaguar Land Rover sold more than 621,000 vehicles in 130 countries, with more than 80 per cent of our vehicles sold abroad.

Our innovation is continuous: we will spend more than £4 billion in the coming year on new product creation and capital expenditure.

From 2020 all new Jaguar Land Rover vehicles will be electrified, giving our customers even more choice. We will introduce 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 ultra-clean petrol and diesel engines.

For more information, please visit www.newsroom.jaguarlandrover.com or contact:

Chas Hallett
M: + 44 (0)7469 039535
E: challett@jaguarlandrover.com

Kelly Munde
M: +44 (0) 7880 182287
E: kmundee2@jaguarlandrover.com