



PRESS RELEASE

7 October 2016

JAGUAR LAND ROVER ACHIEVES STRONG GLOBAL SALES IN SEPTEMBER

- **Jaguar Land Rover achieves strong September sales retailing 61,047, up 28%**
- **Calendar year to date Jaguar sells 103,366 vehicles, up 72%**
- **Calendar year to date Land Rover sells 330,659 vehicles, up 14%**
- **China sales up by 50% as XFL hits showrooms**
- **World-record-setting launch for the new Discovery**

Whitley, UK: Strong sales in China, boosted by the launch of the locally-built Jaguar XFL, helped Jaguar Land Rover achieve its strongest global September sales to date, selling 61,047 vehicles, up 28% compared to 2015. The month's performance was driven by improved sales of the Land Rover Discovery Sport, the Range Rover Evoque and the Jaguar F-PACE. Jaguar Land Rover sold 434,025 vehicles in the first nine months of 2016, 24% up on the same period in the prior year.

In addition to China sales success, Jaguar Land Rover has delivered a particularly solid performance in Europe with retail sales increasing by 32% compared to the previous year. Retail sales were up across all other regions: 30% in the UK, 23% in North America and 3% in other overseas markets.

Commenting on the performance, Andy Goss, Jaguar Land Rover Group Sales Operations Director said: ***"September is always an important month for the automotive industry and we are proud of our results. Performance was strong in China and Europe, where collectively we sold almost 23,000 cars this month alone."***

"With the new Discovery launched in Paris this month and sales starting for the first locally-built Jaguar in China – the XFL, our British line-up continues to expand and delight in markets across the world."

Jaguar recorded its best September, delivering 17,640 vehicles, up 70% on the previous year, reflecting continued success of the F-PACE and XE. This month we saw the all-new Jaguar XFL, developed and built exclusively for Chinese customers, hit dealerships in China. Calendar year-to-date sales for Jaguar were 103,366, up 72% year-on-year.

Land Rover strengthened its position as a world-leading manufacturer of all-terrain SUVs, with its strongest September sales of 43,407 vehicles, up 17% year-on-year. The best-seller for the month

was the Discovery Sport, retailing 12,838 vehicles. With the launch of its successor this month, the current Discovery achieved impressive sales in September, up 29% versus last year. Calendar year-to-date sales for Land Rover reached 330,659 vehicles, 14% up on the prior year.

| | September | % increase YOY | Jan – September | % increase YOY | 15/16 Financial Year | % increase YOY |
|----------------------|-----------|-------------------|--------------------|-------------------|----------------------------|-------------------|
| Jaguar Land Rover | 61,047 | 28% | 434,025 | 24% | 521,571 | 13% |
| Jaguar | 17,640 | 70% | 103,366 | 72% | 94,449 | 23% |
| Land Rover | 43,407 | 17% | 330,659 | 14% | 427,122 | 11% |

ENDS

Notes to editors:

- Jaguar Land Rover is the largest automotive manufacturer in Britain;
- Over the past five years, Jaguar Land Rover has doubled sales and employment, more than tripled turnover, and invested over £12 billion in new product creation and capital expenditure;
- With a balanced regional distribution of sales, in 2015, Jaguar Land Rover sold 487,065, up 5% year-on-year. Of that, Jaguar sold 83,986 vehicles and Land Rover sold 403,079 vehicles;
- Jaguar Land Rover will invest over £3 billion in its products and facilities in Fiscal 2015 /16;
- Jaguar Land Rover is one of the UK's largest exporters and generates over 80% of its revenue from exports.

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