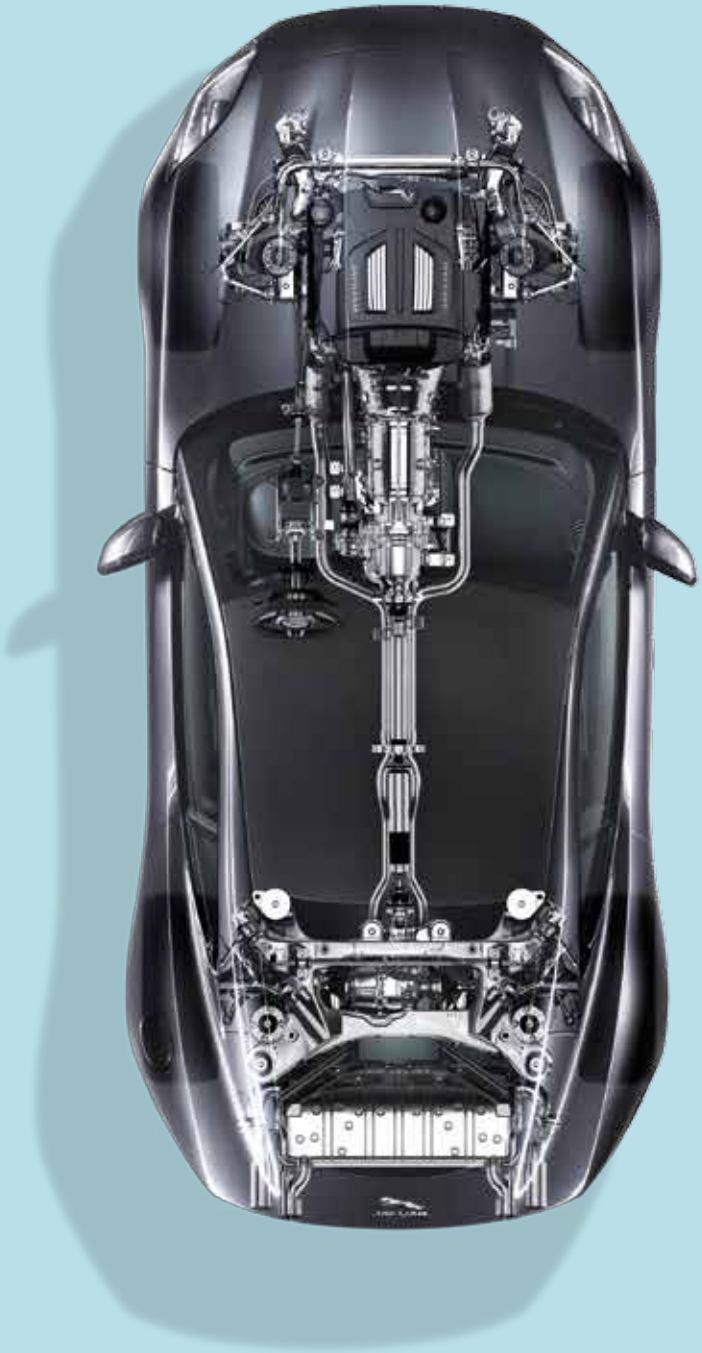
THE FUTURE STARTS HERE

INVENTING THE FUTURE TODAY



AT JAGUAR LAND ROVER, WE'RE NOT CONTENT
JUST TO BE A PART OF A CHANGING WORLD.
WE'RE HELPING TO SHAPE IT.

A CHANGING WORLD

IN A FAST-MOVING WORLD, THERE ARE EXCITING OPPORTUNITIES AS WELL AS CHALLENGES, NOT ONLY FOR OUR FUTURE CARS AND SERVICES BUT FOR HOW WE IMPACT SOCIETY, THE ENVIRONMENT AND BUSINESS FOR THE BETTER.

POPULATIONS AND CITIES ARE GROWING

We're continuing to invest in clean, smart, connected cars, game-changing technology and innovation projects to develop "smart" societies with improved mobility. In partnership with government, academia and wider industry, we're passionate about playing our part to help keep our cities moving and healthy.

RAW MATERIALS AND NATURAL RESOURCES ARE FINITE

Old "take-make-waste" thinking is unsustainable. Through new "closed-loop" manufacturing processes, we're doing more with less – reducing the need for virgin material to make our cars, extending the life of our vehicles and components, maximising recycling and minimising waste to landfill.

WHAT CAN BE DONE ABOUT CLIMATE CHANGE?

The good news is we can all do something to limit the carbon emissions each of us produces. At Jaguar Land Rover, we're focused on providing a choice of fuel-efficient vehicles with lower impacts across the board. Energy efficiency in our industrial plants is another top priority. We already use 100% renewable electricity to power our operations*.

THERE'S A BIG SHORTAGE OF SKILLS NEEDED TO PIONEER INNOVATION FOR THE FUTURE

We're continuing to invest heavily in inspirational programmes for children and young people, to encourage the next generation of engineering and technology pioneers. Inside our Company, innovation, research and lifelong learning are the routes to new skills, new ideas and new solutions that will shape the future.

COMMUNITIES RIGHTLY EXPECT LARGE COMPANIES TO MAKE A WIDER CONTRIBUTION

We're passionate about the power of engineering and technology to improve lives and experiences. We're not just thinking about the vehicles we make but the ways to solve major challenges facing disadvantaged people everywhere. We're targeting areas where we can apply our "people first" philosophy and engineering expertise to help create a better future for all.

AT JAGUAR LAND ROVER, WE DON'T CLAIM TO PREDICT EVERYTHING THAT TOMORROW HOLDS.

WHAT WE DO KNOW IS THAT THE FUTURE IS CLOSE, THE FUTURE IS EXCITING AND THE FUTURE DEPENDS ON WHAT WE DO TODAY.

* Jaguar Land Rover now purchases 100% renewable electricity from EDF for its UK operations, ring-fenced specifically for the company under EDF Energy's Renewable product label.

LIMITLESS POTENTIAL THROUGH CUTTING-EDGE TECHNOLOGY

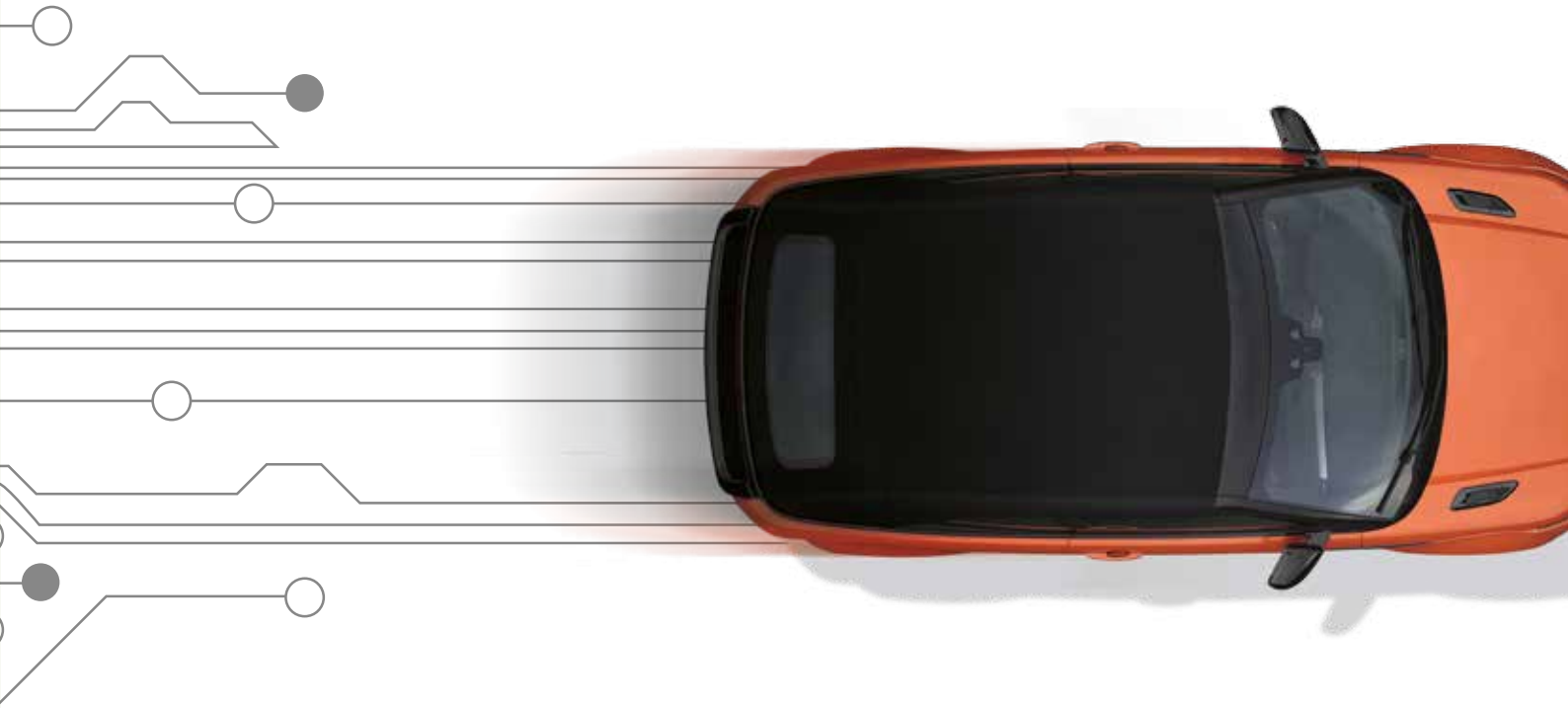
SOME PEOPLE SAY THAT ONE DAY EVERYONE'S WORK WILL BE DONE BY ROBOTS, AND WE'LL ALL HAVE FLYING CARS.

CONNECTED AND DRIVER-ASSIST VEHICLE TECHNOLOGIES ARE ADVANCING DRIVING AND SAFETY IN WAYS THAT COULDN'T HAVE BEEN IMAGINED BEFORE.

CONNECTING TO THE WORLD WE LIVE IN TODAY

In a world of connected offices and connected homes, the car is increasingly becoming a seamless digital accessory to the rest of our lives. Through Jaguar Land Rover's InControl system, every vehicle we produce can be internet-enabled and connected, bursting with smart features designed to entertain us, remind us, warn us and even help us.

For example, our vehicles can tell our customers if their child has forgotten their kit on sports day, before even leaving the driveway. Our in-car technology also provides weather updates and reminds our customers to take an umbrella on their travels when rain is predicted.



MOBILITY SERVICES FOR TODAY'S WORLD

More and more people are looking for ways to improve their commute to work or to access the car they want, when they want to, at the touch of a screen. Through our new start-up venture, InMotion, we're beginning real-world testing of mobility services, such as car sharing and car ownership solutions, all designed to solve modern transport challenges and give our customers increasingly sustainable choices to meet their daily needs.

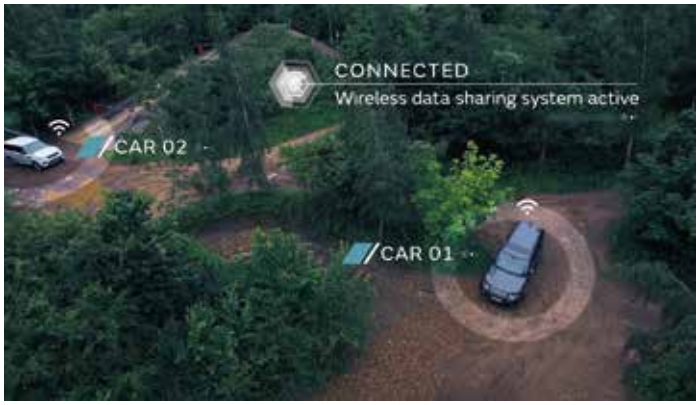
MORE INFORMED JOURNEYS

For Jaguar Land Rover, being at the cutting edge of technology is all about creating an ever-safer and enhanced driving experience. We are developing solutions that offer drivers the assistance they need when they need it, because we believe that a well-informed driver is a safer driver.

To this end, we are pioneering research into connected and driver-assist technologies. In the future, our vehicles will connect to other vehicles to notify our drivers of a potential hazard ahead. Imagine you're in thick fog on a motorway and you're made aware that a car in front has braked sharply or that an emergency vehicle is approaching quickly. Our technologies will better equip drivers to deal with scenarios like these in a safe, controlled and timely manner.

AUTONOMY: PUTTING SAFETY AT THE HEART OF EVERYTHING WE DO

Today's rich world of technology brings autonomous vehicles within touching distance. Already, inside our current production vehicles, assistance systems are focused entirely on safe driving. Smart technology sensors can assist a driver in a moment of potential risk or automatically take appropriate action to ensure our drivers are the safest they can be in our vehicles. We're now developing and shaping the future in this area with the UK's first real-world testing of autonomous driving. Ensuring future technology is rigorously tested is a philosophy that has been part of our heritage from the start; it's what makes us the experts we are today.



CLEAN, CAPABLE, DESIRABLE

Reducing tailpipe emissions is one of the biggest challenges for the automotive industry. Since 2008, we have been investing heavily in the development of ultra-clean petrol and diesel engines, alongside hybrid and electric technologies. We offer customers a choice of vehicles with world-class fuel economy and low emissions. Environmental innovation is at the heart of our product and business vision as we continue to develop a range of solutions to reduce our carbon footprint and impact.

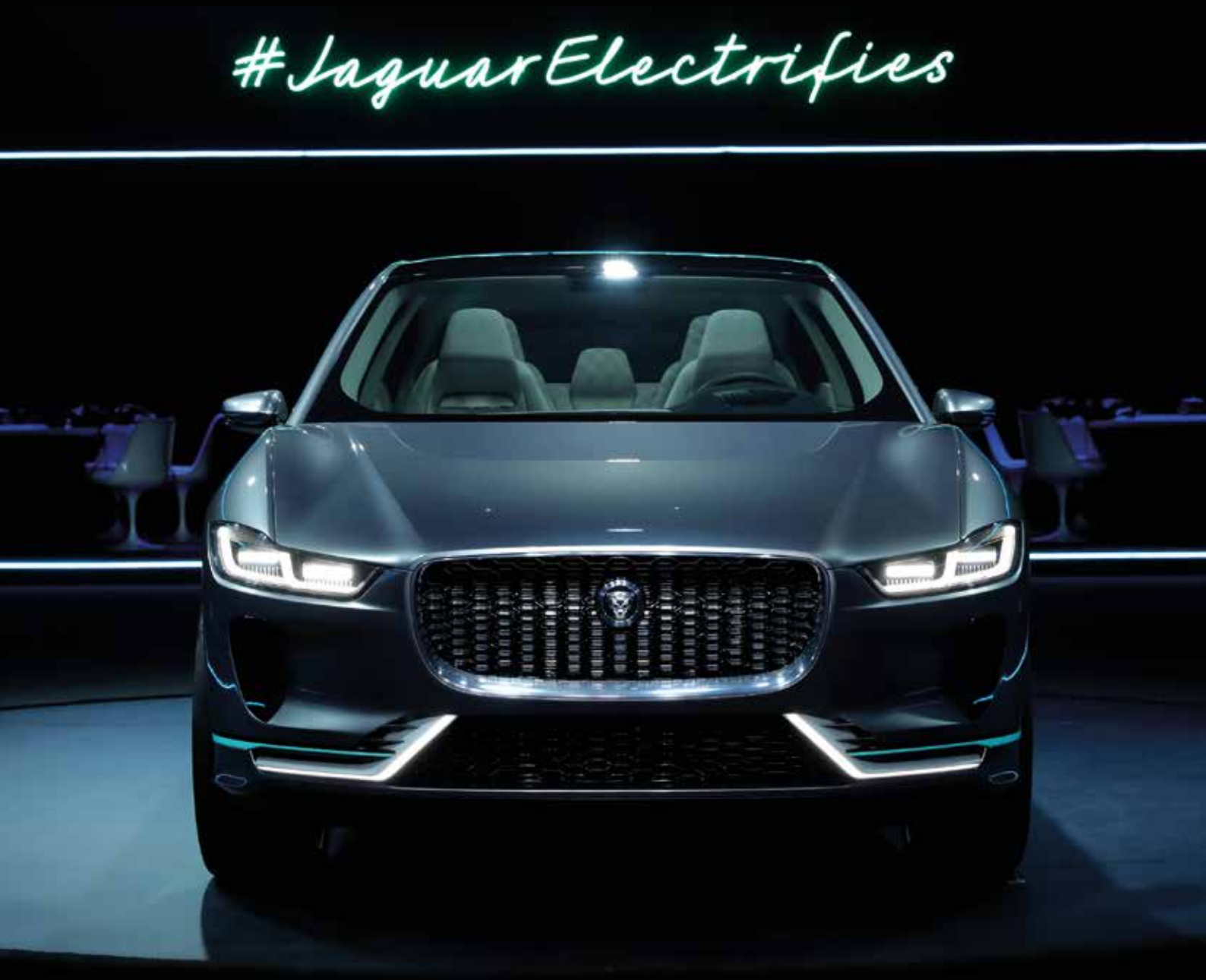
As part of this plan, Jaguar has gone back to racing in the Formula E all-electric series. This provides us with an exciting test-bed for battery and electrification technology, and a developing pipeline of learning for our electrification strategy.

THE JAGUAR I-PACE CONCEPT CAR

This year, Jaguar announced the I-PACE concept car, its first electric sports SUV. The I-PACE concept offers daring design, luxurious interior space, exhilarating acceleration and an expansive range between charges. It is truly the art of effortless, silent and ultra-efficient performance and remains true to the spirit of every ground-breaking Jaguar that's gone before it.

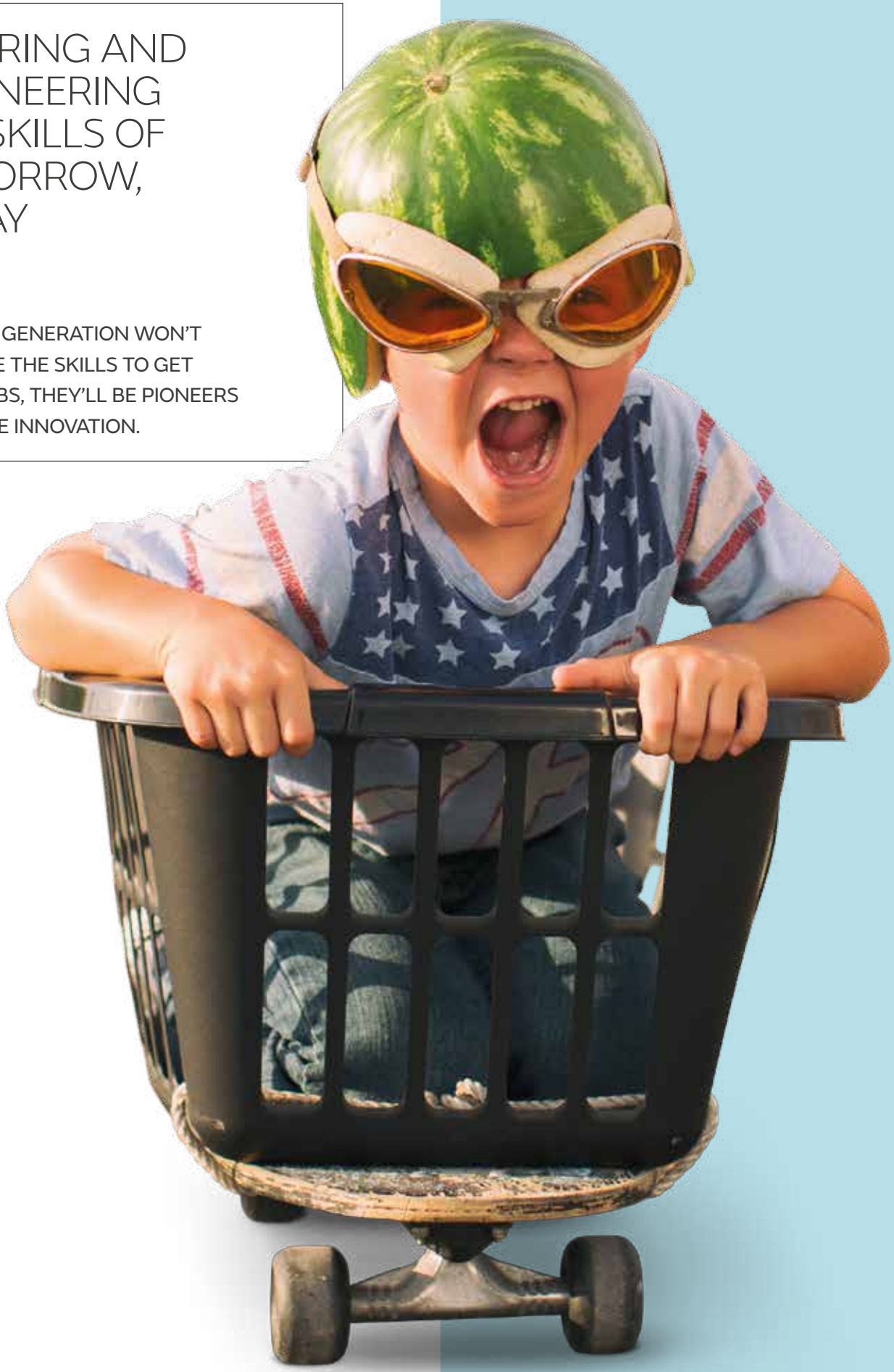
When the full production version goes on sale in 2018, the I-PACE concept will offer formidable performance and a great experience. It will sprint to 60mph from a standing start in around four seconds, allied to an impressive range between charges of close to 220 miles or 500 km*.

* 500 km on the European driving cycle (NEDC) and 220 miles on the US driving cycle (US EPA).


#JaguarElectrifies

INSPIRING AND ENGINEERING THE SKILLS OF TOMORROW, TODAY

THE NEXT GENERATION WON'T JUST HAVE THE SKILLS TO GET GREAT JOBS, THEY'LL BE PIONEERS OF FUTURE INNOVATION.



THE AUTOMOTIVE SECTOR WILL SEE MORE CHANGE IN THE NEXT 10 YEARS THAN IT HAS SEEN IN THE LAST 50, WITH ADVANCED CAR TECHNOLOGIES OFFERING HUGE POTENTIAL TO CHANGE TRAVEL AND TRANSPORT FOR THE BETTER. PEOPLE WORKING WITH US HAVE A GREAT OPPORTUNITY TOO – TO ENGINEER A BETTER WORLD. YET, AS THE SECTOR LOOKS TO SHAPE THIS FUTURE, IT FACES ONE OF ITS BIGGEST CHALLENGES: A SHORTFALL IN ENGINEERING AND TECHNOLOGY SKILLS.

FIND OUT MORE ABOUT LEARNING AND CAREERS WITH JAGUAR LAND ROVER

www.jaguarlandrovercareers.com

"BY 2022 WE'RE FACING A SHORTFALL OF 300,000 SKILLED ENGINEERS IN THE UK ALONE. WE SEE IT AS OUR RESPONSIBILITY TO HELP ADDRESS THIS IN EVERY WAY WE CAN. OUR ENTRY INTO FORMULA E WITH PANASONIC JAGUAR RACING IS A KEY PART OF OUR NEW CAMPAIGN, GIVING US A ONCE-IN-A-GENERATION OPPORTUNITY TO ATTRACT AND INSPIRE MILLIONS OF YOUNG PEOPLE INTO ENGINEERING AND TECHNOLOGY CAREERS."

Fiona Pargeter
Global PR Communications Director, Jaguar Land Rover

STEM AT SCHOOL

The skills shortage can be traced back to choices made at school. The plain truth is that there aren't enough young people studying the science, technology, engineering and maths (STEM) subjects that enable them to pursue a career in science or engineering. And, despite all the initiatives to encourage young people, the talent pipeline is still in danger of running dry.

NOT A "SPANNER AND HAMMER" JOB

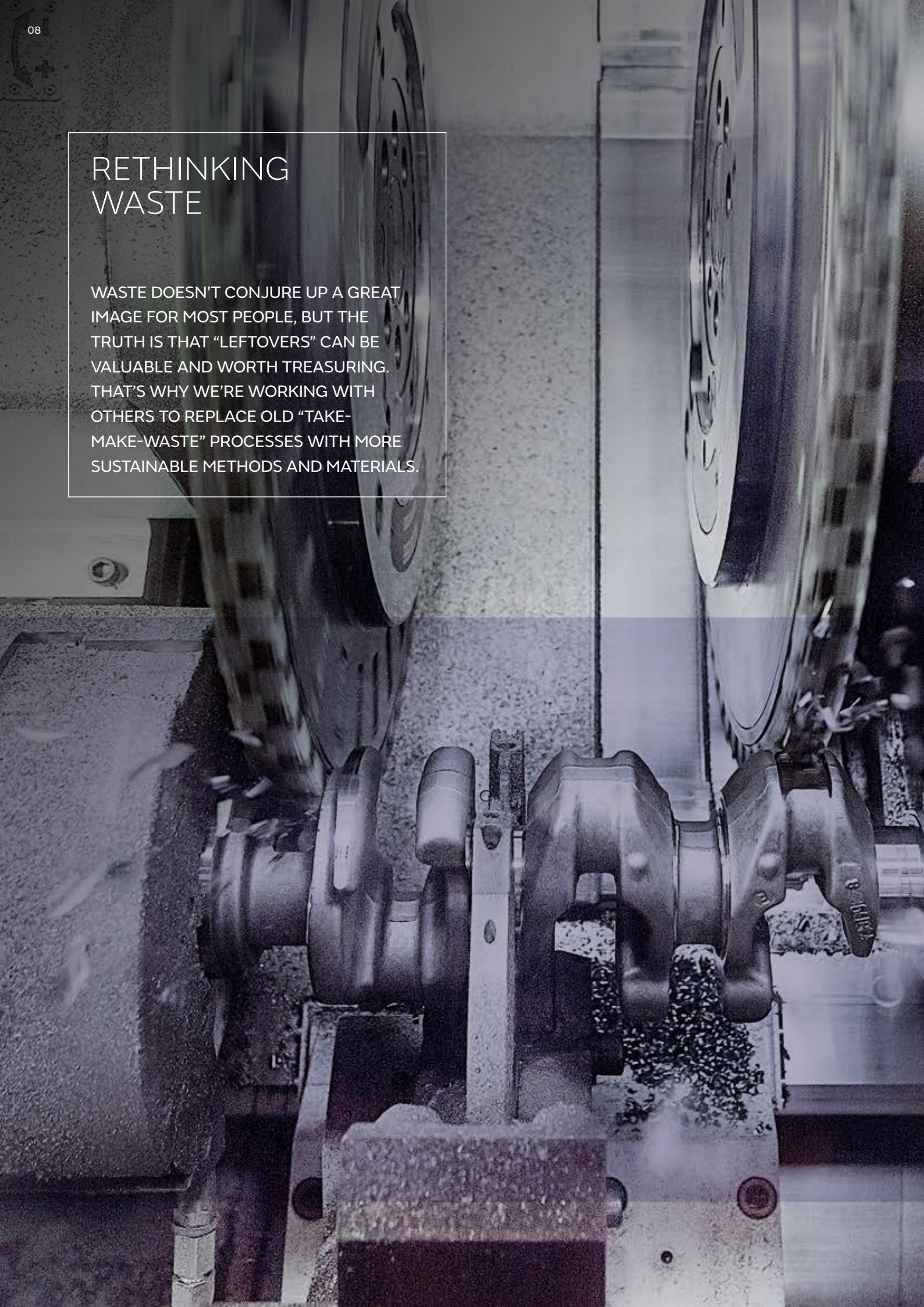
We must change outdated perceptions and show parents, teachers and children alike that engineering is not a "spanner and hammer" job for the boys. Engineering and technology are open to all and can offer a lifetime of opportunities and inventive, creative careers. This is why we're investing heavily in programmes to encourage more children into STEM subjects.

Since 1999, Jaguar Land Rover has engaged with over two million young people in the UK through our Inspiring Tomorrow's Engineers initiative. By 2020, we will engage with a further two million worldwide.

We're not stopping there. The Jaguar Land Rover Academy – founded on strong links with universities and colleges – is helping to shape the educational curriculum, offering ways for bright young minds to qualify academically and step into a rewarding career.

And every year, we reach out directly to many thousands of young people through a range of inspiring programmes. Using our participation in Formula E motor racing, we've launched a campaign to open young minds to a world that's literally electrifying. And through our Formula 1 in Schools challenge, we're showing kids that STEM subjects aren't just fascinating, they're fun.

This year, Jaguar Land Rover was proud to welcome more than 550 graduates and apprentices to start their journey with us. That makes us the biggest recruiter of graduates and apprentices in the UK. And we'll continue to invest in developing, encouraging and inspiring young people. They are our future.



RETHINKING WASTE

WASTE DOESN'T CONJURE UP A GREAT IMAGE FOR MOST PEOPLE, BUT THE TRUTH IS THAT "LEFTOVERS" CAN BE VALUABLE AND WORTH TREASURING. THAT'S WHY WE'RE WORKING WITH OTHERS TO REPLACE OLD "TAKE-MAKE-WASTE" PROCESSES WITH MORE SUSTAINABLE METHODS AND MATERIALS.

ALUMINIUM: WHEN GOING ROUND IN CIRCLES IS A GOOD THING

Using aluminium in our cars has helped us to improve fuel economy and lower CO_2 emissions because it's a light material as well as a strong one. Another great thing about aluminium is that it lends itself well to recycling, so it makes perfect sense to recover and reuse it where possible.

Our pioneering REALCAR partnership with Novelis, our aluminium supplier, has done just that, by completely changing the way we work and creating a circular, "closed-loop" manufacturing process. We now collect and reuse surplus aluminium from our processes to make sure that the aluminium comes back into our cars, which maximises the value of its next life.

In one year alone (to April 2016), we reclaimed more than 50,000 tonnes of press shop aluminium waste – enough to make around 200,000 Jaguar XE body shells. Giving all that aluminium another life has also prevented more than half a million tonnes of CO_2 from being released into the atmosphere.

CARBON FIBRE COLLABORATION

Land Rover has joined up with Sir Ben Ainslie's team in a bid to win the America's Cup – the blue riband of sailing and the world's oldest international sporting trophy.

What Land Rover brings to the party is vast engineering capability, design expertise and pioneering technology – all focused on developing the fastest America's Cup class boat and helping the crew take the 'F1 on water' chequered flag.

The project is a rich learning ground in other ways too, with knowledge flowing in all directions.

When it comes to carbon fibre, for example, boat builders and carmakers share a keen interest. We use some carbon fibre in our vehicles but for boat designers, it's the main material. By collaborating on America's Cup boat development and technologies, we are using our recycling expertise to explore ways the team can reduce waste and manufacture in a more sustainable way.

WE NEED TO TALK ABOUT PLASTIC

The world produces a staggering amount of plastic every year yet only around 10% is recycled. Millions of tonnes end up in landfill – or the sea. Plastics don't have as much commercial value as metals like aluminium so there are no quick or easy answers when it comes to reuse. But this isn't stopping us from joining forces with like-minded companies and leading universities to try to change things fundamentally, step by step, including prototyping components made from pioneering, more sustainable materials. One example is a felt made out of 100% recycled materials (plastics from bottles, textiles and carpets), which we use in wheel arch liners, dashboard insulation, seating and trim.

We are serious about a cleaner future, and rethinking and reducing waste is at the heart of our strategy.

WHO WE ARE

Jaguar Land Rover is the largest automotive manufacturer in the UK. Under the stewardship of Tata Motors Limited, we're profitable, pioneering and expanding globally.

Our company is founded on two iconic British car brands.

JAGUAR
Renowned for seductive design and the art of performance.

LAND ROVER
The market leader in premium sports utility vehicles, and in going above and beyond.

Our purpose is **to give our customers experiences they will love, for life**. We deliver this by putting Our Customer First, creating More Great Products and future-proofing through Environmental Innovation.

THIS DOCUMENT PROVIDES A BRIEF SUMMARY OF JAGUAR LAND ROVER'S APPROACH TO SUSTAINABLE BUSINESS. FOR FURTHER DETAILS, INCLUDING PERFORMANCE DATA, PLEASE SEE OUR:

- Sustainability Report 2015/16, available at www.jaguarlandrover.com/responsiblebusiness
- Annual Report 2015–16 http://annualreport2016.jaguarlandrover.com

We welcome feedback on our approach to sustainability – please email: SReport@jaguarlandrover.com