



UNDER EMBARGO UNTIL 09:00 (BST), 7 SEPTEMBER 2017

PRESS RELEASE

EVERY NEW JAGUAR AND LAND ROVER LAUNCHED FROM 2020 WILL BE ELECTRIFIED

- Commitment to electrification demonstrated with new electric models from Jaguar's past, present and future at inaugural Tech Fest event
- Past – iconic Jaguar E-type now electrified for the 21st century
- Present – all-new electric Jaguar I-PACE Concept, the SUV that combines a supercar silhouette with sports car performance, goes on sale next year
- Future – visionary FUTURE-TYPE virtual concept imagines autonomous, connected, electric and shared mobility for 2040 and beyond
- Jaguar Land Rover Tech Fest takes place at Central Saint Martins, University of the Arts London
- Free-to-enter festival open from Friday 8 September to Sunday 10 September

London, UK, 7 September 2017: From 2020 all new Jaguar Land Rover vehicles will be offered with an electrified/electric powertrain. The company made the announcement at its inaugural Tech Fest, a series of debates and a free public exhibition about the future of mobility.

Dr Ralf Speth, Jaguar Land Rover Chief Executive Officer, said: "Every new Jaguar Land Rover model line will be electrified from 2020, 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. Our first fully electric performance SUV, the Jaguar I-PACE, goes on sale next year."

Jaguar E-type Zero

The electric Jaguar E-type Zero future-proofs one of the world's most famous cars. Acclaimed by Enzo Ferrari as "the most beautiful car in the world", the E-type now combines breathtaking design with electric power for the first time. E-type Zero is based on a 1968 Series 1.5 Roadster and features a cutting-edge electric powertrain for 0-60mph in just



5.5sec. It was engineered by Jaguar Classic at the company's new Classic Works in Warwickshire, UK.

Jaguar I-PACE Concept

With I-PACE we started with a clean sheet and engineered a bespoke, tailored, pure electric SUV from the ground up, creating a beautiful design with everyday practicality. It's a performance SUV, it looks stunning, is great to drive and will be on sale next year.

Jaguar FUTURE-TYPE

The Jaguar FUTURE-TYPE is a vision for the car of 2040 and beyond. The fully autonomous virtual concept explores mobility for the connected world of tomorrow, where vehicles could be shared not owned.

With Future Type's interface you can separately access your different digital orbits of work, family or play, dialling up what you do need, and dialling down what you don't.

At its heart is Sayer – the intelligent steering wheel that will revolutionise the way you live your life. Named after Malcolm Sayer, designer of the E-type, this steering wheel doesn't just stay in your car – it lives in your home and becomes your trusted companion.

Sayer is the first voice activated AI steering wheel that will be able to carry out hundreds of tasks. The advanced speech recognition software will allow it to answer your questions, connect you to the news, organise your travel and select your entertainment.

Sayer knows what's in your fridge and can even order your shopping or a pizza. You will never run out of milk again. It will be your go-to device. It is not just the 'key' to your car, it's your membership card for our on-demand service club. A club which offers either sole ownership or the option of sharing the car with others in your community.

For our customers, driving is about much more than getting from A to B. It's about living life from A to Z. You will always be able to experience the sheer thrill of driving with the option to take the wheel. But this is a steering wheel like never before.

Alongside Jaguar's past, present and future, Tech Fest 2017 also showcases the following stories:



Recruiting for the future with Gorillaz

Jaguar Land Rover does not do ordinary recruitment. Gorillaz and Jaguar Land Rover have teamed up again to continue the search for world-class talent at Tech Fest. Fans interested in an engineering career at Jaguar Land Rover are invited to the physical 'pop-up' version of the Gorillaz garage to take part in a live challenge to test their technical ability, logical-thinking and memory. Successful players will be first in the queue for a chance to work at Jaguar Land Rover.

For those unable to make it to London, the Gorillaz app coding challenge remains open worldwide. In a major change to the way Jaguar Land Rover looks for candidates, fans are challenged to take part in a series of code-breaking puzzles to test curiosity, persistence, lateral thinking and problem-solving – all real-world skills the new generation of software and engineering talent must have.

Waste to Wave

This project has produced the first surfboard made from 100 per cent recycled polyurethane plastic, created from design studio waste. The surfboard, produced in partnership with eco-friendly manufacturer Skunkworks – was recently tested by Lucy Campbell, the UK's top female surfer.

Lucy said: "The ocean is a big part of my life so helping to raise awareness of the need to preserve it is so important to me. I didn't know much about the car design process and it's been fascinating to learn about how Jaguar Land Rover is giving a 'second life' to its materials in this way. Getting out into the water and trying the board out for the first time was awesome."

Jaguar Land Rover is committed to achieve zero waste to landfill and the 'Waste to Wave' project is one of a number of innovative recycling initiatives which give a second life to materials previously destined for landfill. Plans are in place to create production versions of the surfboard.

Autonomy in the real world (Range Rover Sport)

We're already testing driverless cars in the real world. Autonomous Urban Drive can enable a vehicle to operate without a driver through a city, obeying traffic lights as well as negotiating T-junctions and roundabouts.



Designed and developed in the UK, this research technology is already in use in a Range Rover Sport and takes us a step closer to achieving level four autonomy in Jaguar Land Rover's future vehicles within the next decade.

Your digital butler

The new Range Rover Velar is designed to take you further. Enhance your life. It contains intelligent technology in the form of the quad core processor; the brains behind the beauty of the Velar.

The Touch Pro Duo infotainment system incorporates two high-definition 10-inch touchscreens. We call this tailored technology Blade – your own digital butler. You can interact with your car from anywhere in the world. You can start it with your smartphone, lock or unlock it, locate it, check your fuel levels or even warm the cabin up before you get in.

Blade learns your daily drive, anticipates your needs, serves what you want, when you want it... but never intrudes.

E-PACE: Jaguar's new cub

The Jaguar E-PACE is a seriously smart compact performance SUV. Designed and engineered to be beautiful, fun and clever, it is instantly recognisable as a Jaguar. It's a perfectly 21st century car: connected, modern, practical and utterly engaging to drive. It's beautiful to look at, fun to get to know and possessing a soul and integrity that can only come from Jaguar.

At Tech Fest you can explore E-PACE and even place yourself at the heart of the action by virtually taking part in a sensational barrel roll.

Land Rover Discovery Project Hero

'Project Hero' – a bespoke Land Rover Discovery for use by the Austrian Red Cross, makes its UK debut at Tech Fest.

Designed and engineered by Jaguar Land Rover Special Vehicle Operations (SVO), Project Hero is an advanced communications vehicle featuring a roof-mounted drone with the ability to land when the vehicle is in motion, as well as a number of other features to enhance the capability of the already robust Land Rover Discovery.



Project Hero was created to support Jaguar Land Rover's partnership with the International Federation of Red Cross and Red Crescent Societies (IFRC), the world's largest humanitarian network. It is currently being trialled by the Austrian Red Cross' emergency response teams, with a view to helping save lives by speeding up response times to disasters.

Lighting Up Lives

Jaguar Land Rover will be lighting up the lives of 1.2 million people by 2020. Working with Climate Care, we are providing clean, safe, renewable solar-powered lamps to families in Kenya, giving up to four hours of additional light every evening. These lamps not only allow children to study and families to socialise together into the hours of darkness; they will save money on fuel, and crucially, prevent exposure to the dangerous fumes produced by the kerosene lamps many still use today.

By enabling villagers to work for longer at home, the lamps also foster economic independence. In time, families could be able to afford their own solar lamps, creating a virtuous circle of social and economic benefits.

Visitors to Tech Fest will see the 'Night Time Sun' installation, a collaboration between several artists, using solar lamps from the 'Lighting Up Lives' project to harness the sun's power to transform lives.

Further exhibits at Tech Fest include Panasonic Jaguar Racing in Formula E and the bespoke steering wheel designed for the Land Rover BAR America's Cup sailing team.

- ENDS -

Notes to editors

About Tech Fest 2017: Technology with Heart

'Technology with Heart' is the theme of Jaguar Land Rover's inaugural Tech Fest, an event that explores the positive role technology is playing in reshaping the automotive industry and beyond.

The free-to-enter festival takes place at the internationally recognised Central Saint Martins, University of the Arts London. It is open to the public from Friday 8 September to Sunday 10 September.



The event will be packed full of innovative exhibits and interactive displays that demonstrate how technology is being used to make a positive difference. Attendees can fast forward into the future and take a glimpse into a world where cars drive themselves and vehicles are shared, not owned.

Join the conversation using #JLRTechFest

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, India and Slovakia.

At Jaguar Land Rover we are driven by a desire to create class-leading products that deliver great customer experiences. The largest investor in R&D in the UK manufacturing sector, we have invested £16 billion in the last seven years and in the current year alone will spend over £4 billion on new product creation and capital expenditure. In 2016 Jaguar Land Rover sold more than 583,000 vehicles in 136 countries, with more than 80 per cent of our vehicles produced in the UK being sold abroad.

Central Saint Martins

Central Saint Martins, University of the Arts London is internationally renowned for the creative energy of its students, staff and graduates with an exceptional reputation for educating foundation, undergraduate, postgraduate and research students in arts, design and performance. Based in a multi award-winning building at King's Cross, Central Saint Martins students benefit from comprehensive workshops both digital and traditional, tailored social spaces, a ground-breaking theatre and an extensive library.

Central Saint Martins is part of University of the Arts London (UAL), an international centre for innovative teaching and research in arts, design, fashion, communication and the performing arts. The University is made up of six Colleges: Camberwell College of Arts, Central Saint Martins, Chelsea College of Arts, London College of Communication, London College of Fashion and Wimbledon College of Arts.

Alumni include Reev Aram, Lee Broom, Jarvis Cocker, Terence Conran, Peter Doig, Michael Fassbender, Antony Gormley, Tom Hardy, Joseph Joseph, Christopher Kane, Afroditi Krassa, Stella McCartney, Priestman Goode and Raqib Shaw.



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