**UNDER EMBARGO: TUESDAY 9TH FEBRUARY 2021, 00:01 GMT**

**BLACKLANE INVESTS IN HAVN, LONDON’S PREMIUM   
ALL-ELECTRIC CHAUFFEUR SERVICE**

* **Global chauffeur service Blacklane acquires majority stake in Havn**
* **Investment will help accelerate electrification of Blacklane’s global fleet**
* **All-electric Jaguar I-PACE performance SUVs added to Blacklane fleet for the first time**
* **Havn was launched in 2019 by InMotion, Jaguar Land Rover’s venture capital and mobility services arm**
* **Blacklane and Havn’s COVID-19 health and safety measures protect chauffeurs and guests**

**Tuesday 9 February 2021, London, UK –** Global chauffeur service [Blacklane](https://www.blacklane.com/en/) has acquired a majority stake in [Havn](https://www.havnlondon.com/), London’s all-electric chauffeur service, accelerating the electrification of its private hire fleet around the world.

The investment, completed in November 2020, will allow Blacklane to grow Havn’s service and offer more zero-emission rides in London, as well as adding the world’s first premium all-electric Jaguar I-PACE performance SUV to its global fleet for the first time. Blacklane has operated in the capital since 2013, part of a global service spanning 50 countries. The premium chauffeur service has offset carbon emissions of all rides worldwide since 2017 – a first for the sector.

Havn provides all-electric urban transport with no compromise on comfort and style – an offer unique to London. Each journey can be tailored to the preferences of the passenger with options such as playlist, temperature and chauffeur interaction all customisable within the Havn app.

[Havn](https://www.havnlondon.com/) was launched September 2019 by InMotion, Jaguar Land Rover’s venture capital and mobility services arm, which invests in innovative new products and services for an autonomous, electrified, connected and shared mobility future.

Blacklane and Havn ensure COVID-19 secure health checks to protect chauffeurs and customers. Chauffeurs take their temperatures daily, wear masks, circulate fresh air between trips and disinfect vehicles before and after every journey. Passengers are offered complimentary hand sanitiser and a mask.

Sascha Meskendahl, Chief Revenue Officer of Blacklane and director of Havn, said: “Havn has proved Londoners don’t have to compromise. Customers can have safety, sustainability and sanitisation at the same time. With our combined expertise, Havn and Blacklane will provide more zero-emission rides in London and beyond to lead the next era of chauffeured services worldwide.”

Lars Klawitter, managing director of Studio 107, InMotion, said: “This is a partnership of companies that believe in being first. Havn was London’s first all-electric chauffeur service with the first fully electric World Car of the Year 2019, award winning Jaguar I-PACE, while Blacklane has introduced the first carbon-offset programme in the industry. Blacklane and Havn share the same DNA of customer service, professional chauffeurs and green mobility.”

For further information, please visit [www.havnlondon.com](http://www.havnlondon.com).

**ENDS**

**Editor’s notes:**

**About Havn**

Havn, which launched in September 2019, offers customers, an all-electric, sustainable, and personalised transport service with no compromise on comfort and style. Each journey can be tailored to the preferences of the passenger with options such as playlist, temperature, and chauffeur interaction all customisable ahead of the journey via the iOS and Android app or an online booking portal.

Havn is backed by InMotion, Jaguar Land Rover’s venture capital and mobility services arm, which is committed to investing in innovative new technologies for an autonomous, electrified, connected and shared mobility future.

**About Blacklane**

Blacklane’s global chauffeur service brings peace of mind to travellers moving through a fast-paced world. The crew’s dedication to safety, reliability, and smart technology places Blacklane at the forefront of a new era of stress-free travel. Since 2017, the company has been carbon-neutral, combining a five-star guest experience with care for the planet. Upgrade your travels on Blacklane’s mobile apps or website.

**About InMotion**

At InMotion, we are investing in the future of transport, mobility and travel. Powered by Jaguar Land Rover, we are supporting entrepreneurs and innovators who change the way we move.

InMotion Ventures is Jaguar Land Rover’s venture capital fund. We invest in early-stage technology companies that change the face of urban mobility, support an active outdoor lifestyle and deliver unique travel experiences. We are based in London and invest globally.

InMotion’s mobility services arm Studio 107 works closely with our parent company Jaguar Land Rover to build new services in the urban mobility sector. The name Studio 107 is a nod to the 107% rule in motorsport. In qualifying, drivers who fail to set a lap within 107% of the fastest qualifying time are not allowed to start. Our goal is to select the ideas that play to our strengths and develop them into winning businesses.

Learn more about InMotion, please see: [inmotionventures.com](http://www.inmotionventures.com)

**About Jaguar Land Rover**

Jaguar Land Rover is the UK’s largest automotive manufacturer, built around two iconic British car brands. Land Rover is the world’s leading manufacturer of premium all-wheel-drive vehicles. Jaguar is one of the world’s premier luxury marques, as well as being the first ever brand to offer a premium all-electric performance SUV, the Jaguar I-PACE.

At Jaguar Land Rover we are driven by a desire to deliver class-leading vehicles, providing experiences people love, for life. Our products are in demand around the globe and in 2020 we sold 425,974 vehicles in 127 countries.

At heart we are a British company, with two major design and engineering sites, three vehicle manufacturing facilities, an Engine Manufacturing Centre and soon to be opened Battery Assembly Centre. We also have vehicle plants in China, Brazil, India, Austria and Slovakia. Three of our seven technology hubs are in the UK – Manchester, Warwick (NAIC) and London – with additional sites in Shannon, Ireland, Portland, USA, Budapest, Hungary and Changshu, China.

We have a growing portfolio of electrified products across our model range, embracing fully electric, plug-in hybrid and mild-hybrid vehicles, as well as continuing to offer the latest diesel and petrol engines, giving our customers even more choice.

We are confident that our comprehensive strategy, exciting pipeline of market-leading vehicles and innovative approach to technology and mobility will see us continue to progress towards Destination Zero, our mission to shape future mobility with zero emissions, zero accidents and zero congestion.

Jaguar Land Rover PR social channels:

- Twitter: [@JLR\_News](https://twitter.com/JLR_News/status/1339904321366974464?s=20)

- LinkedIn[: @JaguarLandRover](https://www.linkedin.com/company/jaguar-land-rover_1/mycompany/?viewAsMember=true)

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