



NEWS

JAGUAR LAND ROVER HONORED WITH THREE VINCENTRIC BEST VALUE IN AMERICA AWARDS

- Land Rover brand receives 2019 Best Value in America: Luxury SUV & Crossover Brand award
- Land Rover Discovery named Best Value in America in the Luxury Mid-Size SUV/Crossover segment
- Jaguar XF Sportbrake wins Best Value in America in the Luxury Wagon segment
- Vincentric Best Value in America Awards use statistical model to identify winners by measuring which vehicles have lower than expected ownership costs given the market segment and price

Contacts:

Leah Watkins-Hall
National Corporate & Brand
Communications Manager
Jaguar Land Rover
North America, LLC
201-760-8578
lwatki40@jaguarlandrover.com

Nathan Hoyt
Product Public Relations
Manager
Jaguar Land Rover
North America, LLC
201-818-8136
nhoyt@jaguarlandrover.com

(MAHWAH, NJ) – January 31, 2019 – Jaguar Land Rover is proud to announce both the Jaguar and Land Rover brands have received 2019 Vincentric Best Value in America awards. The Land Rover brand has been honored with Best Value in America awards for the Luxury SUV & Crossover Brand category, as well as for the Land Rover Discovery in the Luxury Mid-Size SUV/Crossover segment. The Jaguar XF Sportbrake was recognized as Best Value in America in the Luxury Wagon segment.

The Vincentric Best Value in America awards recognize brands and vehicles with lowest expected cost-of-ownership within a segment or category. Using eight different cost factors to determine Best Value, including depreciation, fees & taxes, financing, fuel, insurance, maintenance, opportunity cost and repairs, Vincentric evaluated more than 3,000 vehicle configurations in all 50 states and Washington, D.C.

The Land Rover brand is made up of the Range Rover, Discovery and Defender families, each with its own defining characteristics, personality and positioning; sharing design leadership and a sense of engineering integrity which Land Rover products are best known for.

Combining British desirability with an unstoppable spirit of adventure, the Land Rover Discovery is an authentic, full-size, seven-seat SUV² that brings new levels of capability and versatility to the brand family. The Discovery features a number of enhancements for 2019 including new technology, expanded advanced driver assistance system features¹, new personalization options and added standard equipment.

Awarded Best Value in America in the Luxury Wagon segment, the Jaguar XF Sportbrake offers a compelling combination of design, driving dynamics and advanced technologies that make it a standout performer. The spacious premium wagon features the practicality of up to 69.7cu-ft of luggage space, as well as sports car-like performance from available 296hp and 380hp powertrains and standard all-wheel drive¹.

For additional information on the full Jaguar and Land Rover vehicle lineup, visit www.jaguarusa.com and www.landroverusa.com.

¹ These systems are not a substitute for driving safely with due care and attention and will not function under all circumstances, speeds, weather and road conditions, etc. Driver should not assume that these systems will correct errors of judgment in driving. Please consult the owner's manual or your local authorized Jaguar or Land Rover Retailer for more details.

² Third row seating is an optional feature on select Discovery and Discovery Sport models.

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Information about Jaguar North America products is available to consumers at www.jaguarusa.com

Go to www.media.jaguar.com/en-us for news releases, high-resolution photographs and broadcast quality video footage

Facebook: [LandRoverUSA](https://www.facebook.com/LandRoverUSA)
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About Vincentric

Vincentric provides data, knowledge, and insight to the automotive industry by identifying and applying the many aspects of automotive value. Vincentric data is used by organizations including AOL, BMW, Business Fleet Magazine, Cars.com, Hyundai, Fleet-Central.com, Mercedes-Benz, NADA Guides and Toyota as a means of providing automotive insight to their clientele. Vincentric, LLC is a privately held automotive data compilation and analysis firm headquartered in Bingham Farms, Michigan.

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 sedan and sports car brands.

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 2018 Jaguar Land Rover sold 592,708 vehicles in 128 countries.

We support around 260,000 people through our retailer network, suppliers and local businesses. At heart we are a British company, with two major design and engineering sites, three vehicle manufacturing facilities and an engine manufacturing center in the UK. We also have plants in China, Brazil, India, Austria and Slovakia.

Our innovation is continuous: we will spend in the region of £4 billion (roughly \$5 billion) this year on new product creation and capital expenditure.

From 2020 all new Jaguar Land Rover vehicles will offer the option of electrification, 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 the latest diesel and gasoline engines.