



# NEWS

## JAGUAR LAND ROVER REPORTS U.S. SALES FOR JANUARY 2019

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- Record breaking January sales month for Jaguar Land Rover with 10,463 units sold; up 16 percent from January 2018
- Best January sales month ever for Land Rover brand; up 15 percent for the year
- Best January sale month ever for Land Rover Discovery and Range Rover Sport
- Range Rover up 100% year over year

**(MAHWAH, NJ) – February 1, 2019** – Jaguar Land Rover today reported January 2019 US sales: Land Rover had its best ever January sales month with 7,385 units, an increase of 15 percent from 6,446 in January 2018; Jaguar sales were 3,078 units, an 18 percent increase from 2,604 units in January 2018. Jaguar Land Rover total January US sales reached 10,463 units, a 16 percent increase from 9,050 units in January 2018.

"We are pleased to have achieved our best January sales month ever for Jaguar Land Rover in the U.S.," said Joe Eberhardt, President and CEO, Jaguar Land Rover North America, LLC. "Our business is well positioned as our SUV sales continue to surge with record breaking sales results for both Range Rover Sport and Land Rover Discovery. With the debut of the Range Rover Evoque SUV in February, we look forward to keeping this momentum going in the new year."

### US MODEL HIGHLIGHTS

#### Land Rover

The Land Rover brand reached a new January sales high of 7,385 units, an increase of 15 percent compared to 6,446 units in January 2018.

Land Rover Discovery achieved its best ever retail month with 819 units sold, while the Range Rover Sport set a new January sales record with 2,004 units sold. Its sales in January were up 98 percent compared to 1,012 units, sold in January 2018.

Range Rover sales were up 100% for the year with 1,651 units sold compared to 824 units sold in January 2018.

In the U.S., the 2019 Land Rover model line-up features six models; two within the Discovery family, and four within the Range Rover Family.

The Land Rover Discovery and Discovery Sport – bring new levels of sophistication, desirability, capability and versatility to the Discovery family. With variable five- and seven-passenger seating options in both the compact Discovery Sport and full-size Discovery, this family of vehicles features the

latest connectivity technologies, a variety of innovative storage solutions and the same on-/off-road capability Land Rover is best known for.

The Range Rover Evoque delivers Range Rover luxury and refinement in a compact footprint. For 2019, Land Rover offers customers further personalization options, including Apple CarPlay® and Android Auto™<sup>3,4</sup>.

Bringing a new dimension of modernity and elegance to the Range Rover family, the 2019 Range Rover Velar is designed to fill the white space between the Range Rover Evoque and Range Rover Sport; offering levels of luxury, refinement and all-terrain capability never before seen in the mid-size SUV segment.

For 2019MY the Range Rover and Range Rover Sport models evolve with updated interior and exterior design enhancements as well as new driver assistance features.

### **Jaguar**

For the month of January, Jaguar sales were 3,078 units, an 18 percent increase from 2,604 units in January 2018. The award winning Jaguar F-PACE continued to lead the brand's performance with 1,465 units sold, up 24% for the year.

With the addition of the Jaguar E-PACE and the battery electric I-PACE, the New Generation of Jaguar lineup expands to seven models for the first time in the brand's storied history, while new model derivatives like the Jaguar F-PACE SVR and the XF Sportbrake Prestige diversify the portfolio offering customers greater choice.

For 2019 the Jaguar 'PACE' family of SUVs and crossovers has expanded since the debut of the F-PACE, the brand's best-selling model. Last year, Jaguar introduced the E-PACE compact crossover, as well as the brand's first-ever all-electric production car – the I-PACE, mid-size performance SUV.

In addition to the 'PACE' family of SUVs and crossovers, the Jaguar brand includes the F-TYPE sports car, the XE compact sport sedan, XF premium mid-size sedan, XF Sportbrake mid-size wagon and the brand's luxury flagship – the full-size Jaguar XJ. Each model delivers segment leading driving dynamics, timeless design and the latest connected technologies.

For added peace of mind, every new Jaguar vehicle comes with Jaguar EliteCare, a Best-in-Class ownership package<sup>1</sup>. This warranty is further expanded for Jaguar I-PACE customers covering the electric battery for 8-years / 100,000 miles and a 70 percent state of health<sup>2</sup>. Jaguar EliteCare coverage includes a New Vehicle Limited Warranty, Complimentary Scheduled Maintenance and 24/7 Roadside Assistance, each for 5-years or 60,000 miles, as well as Jaguar InControl® Remote & Protect™ connected services for 5-years and unlimited mileage.

Jaguar Land Rover announced in 2017 that from 2020 all new, or significantly updated, models will incorporate some form of electrification either optional or as standard. The company will introduce a portfolio of electrified products across its model range in the coming years; embracing fully electric (BEV), plug-in hybrid (PHEV) and mild hybrid (MHEV) vehicles as well as continuing to offer ultra-clean gasoline and diesel engines

### **DISCLAIMERS**

- (1) *Class is cars sold by luxury automobile brands and claim is based on total package of warranty, maintenance and other coverage programs. For complete details regarding Jaguar EliteCare coverage, please visit [JAGUARUSA.COM](http://JAGUARUSA.COM), call 1.800.4.JAGUAR or visit your local Jaguar Retailer.*
- (2) *Eight-year battery warranty limited to 100,000 miles and 70% state of health. See your local authorized Jaguar Retailer for complete details.*
- (3) *Driving while distracted can result in loss of vehicle control. Do not operate, adjust or view the navigation or multimedia systems under conditions that will affect your safety or the safety of others. Only use mobile phones, and other devices, even with voice commands, when it is safe to do so.*

- (4) *Android Auto™ functionality requires Android Auto™ app to be installed on compatible devices. Visit [Android.com](https://www.android.com) for details.*

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**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 2017/18 Jaguar Land Rover sold 614,309 vehicles in 129 countries, with more than 80 percent of our vehicles being sold abroad.*

*We support around 260,000 people through our retailer network, suppliers and local businesses. Manufacturing is centered in the UK, with additional plants in China, Brazil, Austria and Slovakia.*

*Our innovation is continuous: we will spend in the region of £4 billion this year on new product creation and capital expenditure.*

*From 2020 all new Jaguar Land Rover vehicles will be electrified, 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.*