



NEWS

JAGUAR LAND ROVER AND THE GORILLAZ' NOODLE BRING JAGUAR PRIMARY SCHOOL CHALLENGE TO NEW YORK CITY AHEAD OF THE QUALCOMM NEW YORK CITY EPRIX

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- Jaguar Primary School Challenge promotes learning and engagement in Science, Technology, Engineering and Math (STEM) subjects to help inspire tomorrow's engineers
- Panasonic Jaguar Racing ambassador and Head of Innovation Noodle from band The Gorillaz attended the event
- Panasonic Jaguar Racing team drivers Adam Carroll and Mitch Evans guided students in electrifying their vehicles to excite young people about the innovative and dynamic careers available in engineering
- First U.S. Jaguar Primary School Challenge held in Long Island City ahead of Qualcomm New York City ePrix Formula E race this weekend (July 15-16)
- Jaguar is the first premium brand to enter the FIA Formula E Championship with its Jaguar I-TYPE Electric Racing Vehicle which also features the Gorillaz logo

(MAHWAH, N.J.) – July 13, 2017 – Jaguar Land Rover, the luxury British automotive manufacturer, in partnership with DOWNSHIFT...Into STEM and Panasonic Jaguar Racing, today held the first Jaguar Primary School Challenge event in the U.S. The event took place at The Factory Building in Long Island City, Queens ahead of the Qualcomm New York City ePrix, the first-of-its-kind Formula E (electric vehicle) race in Red Hook, Brooklyn, July 15 and 16.

Over 40 students, aged 5 to 11, from YM & YWHA, Harlem Academy and the American Association of Latinos in STEM designed and manufactured aerodynamic racing cars made from card stock and raced them using CO₂ powered cartridges. Panasonic Jaguar Racing drivers Adam Carroll and Mitch Evans surprised the students, arriving in a Formula E inspired Jaguar F-TYPE, to give them the mission to electrify their cars by adding a battery pack for a head-to-head race. Carroll and Evans were on hand to offer the students guidance and answer questions about electric vehicle racing.

Panasonic Jaguar Racing's Head of Innovation Noodle from the band Gorillaz supported the event and later posted a selfie on her Instagram <https://www.instagram.com/watashiwanoodle/?hl=en>. Noodle continues to be at the forefront of the campaign to address the skills gap that the British company is facing.

The Super Racers beat out seven teams and were named the day's winners. They, along with their friends and family, will receive tickets to the weekend's Formula E race in Red Hook, Brooklyn, courtesy of the Panasonic Jaguar Racing team.

"We are thrilled to be part of the first Jaguar Primary School Challenge event in the U.S.," said Mitch Evans, Panasonic Jaguar Racing driver. "It was an

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honor to share our passion for electric racing with such talented young students. We hope they are inspired to pursue STEM-related careers, such as engineering and design, which are available at Jaguar Land Rover.”

The Jaguar Primary School Challenge was launched in the U.K. in 2011 to offer primary school children an exciting and engaging engineering project, inspiring a long-term interest in STEM subjects. In 2015, the program was launched globally with the goal of helping the company engage with two million young people by 2020. It is the only hands-on STEM school challenge of its kind, and has been proven to spark a long term interest in STEM subjects and careers.

“Congratulations to The Super Racers and all the students who took part in the Jaguar Primary School Challenge today,” said Laura Wood, Head of Global PR Brand & Partnerships, Jaguar Land Rover. “It is through programs like Jaguar Primary School Challenge and Panasonic Jaguar Racing’s ‘Race to Innovate’ that we are able to change perceptions of STEM subjects, and ultimately inspire the next generation of engineers and designers.”

Jaguar Land Rover recently partnered with Gorillaz to launch a new code-breaking challenge through the virtual band’s alternate reality app aimed at recruiting the next generation of world-class electronics and software engineers. This first-of-its-kind approach has been designed to inspire and attract a diverse range of talent and fresh thinking to the brand, looking beyond traditional qualifications, and help the company to recruit 1,000 new world-class electronics and software engineers over the next year.

For more information on the Jaguar Primary Schools Challenge, visit <http://www.f1inschools.co.uk/jaguar-primary-school-challenge/>. For tickets and information about the Qualcomm New York City ePrix, as well as other Formula E races, visit www.fiaformulae.com. For the latest news and information from Jaguar Racing, visit www.jaguarracing.com. To find out more about Jaguar Land Rover recruitment, visit www.jaguarlandrovercareers.com.

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The search for young Talent goes on. Interested applicants can download the **Gorillaz App** now at the iTunes App Store (<https://itunes.apple.com/us/app/gorillaz/id1217997478?mt=8>) or Google Play (<https://play.google.com/store/apps/details?id=com.Parlophone.Gorillaz&hl=en>).

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 marques.

The company employs over 40,000 people globally, with 330 in the U.S. and supports around 275,000 more through our dealerships, suppliers and local businesses. Manufacturing is centered 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 £12 billion (USD\$15.7 billion) in the last five years and in the current year alone will spend over £3.5 billion (USD\$4.5 billion) on new product creation and capital expenditure. Last year Jaguar Land Rover sold over 583,000 vehicles in 136 countries, with nearly 80 percent of our vehicles produced in the UK being sold abroad.

About the Gorillaz App

*A mixed reality app launched in April, the **Gorillaz App** invites the viewer in to the weird and wonderful universe of The World’s Most Successful Virtual Band, for the very first time. Pushing the boundaries of*

technology, the **app** allows fans to immerse themselves in the world of Gorillaz and join Murdoc, 2D, Russel and Noodle at home in the **Gorillaz House**. Developed by **Gorillaz** and **B-Reel** with support from **Deutsche Telekom**, the fully immersive mixed-reality app is a unique blend of real world, AR, VR and 360 environments, using the technology in a narrative context for the very first time.

To celebrate the release of the new album *Humanz*, fans were invited - via the app - to the **Humanz House Party**, an exclusive worldwide listening event which will allowed fans to hear the new album as part of the **largest ever geo specific listening experience**, bringing people together across 500 locations, from Tokyo to Santiago.

About DOWNSHIFT...Into STEM

DOWNSHIFT...Into STEM, an Education Technology company, focuses on inspiring youth to slow down and investigate INNOVATION then ACCELERATE their learning. DOWNSHIFT's strategy is two-fold: 1. Enable schools to launch and manage an Out-of School Time (OST) program such as the F1 in Schools Formula 1 Global STEM Challenge, 2: Develop multi-craft STEM students capable of integrating disparate disciplines and 21st century skills to innovate solutions to the problems of today and tomorrow while nurturing a pay it forward attitude to foster future generations of innovators. DOWNSHIFT is Jaguar Land Rover's American education delivery partner and runs Land Rover 4x4 in Schools Technology Challenge program.