



NEWS

JAGUAR LAND ROVER REPORTS CANADIAN SALES FOR FEBRUARY 2018

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- **Jaguar Land Rover Canada has second best ever February ever**
- **Jaguar brand sets new February record with 324 units sold**
- **Land Rover brand has third best February ever**

(MISSISSAUGA, ON) – March 1, 2018 – Jaguar Land Rover Canada today reported February 2018 sales results. Jaguar Land Rover sold 929 units, the second best February total ever and just two units off its record of 2017.

“The Jaguar brand had a solid month, setting a new February sales record led by the popular F-PACE and the F-TYPE having a big month, said Santino Pirillo, Vice-President, Sales, Jaguar Land Rover Canada, ULC, “The new Jaguar E-PACE SUV is now in stores and we are excited about this new addition to the Jaguar lineup. Following a strong month from the Range Rover Evoque, the new 2018 model year Range Rover and Range Rover Sport with refreshed interiors have now arrived to retailers to bolster the lineup and give us something to look forward to in March.”

Twitter: @jaguarcanada
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Information about Jaguar Canada products is available to consumers at www.jaguar.com/ca

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

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CANADIAN BRAND HIGHLIGHTS

Land Rover

This was the third best ever February for Land Rover. Retail sales totalled 605 units. Sales leaders for the month were the Range Rover Sport with 143 units sold and the Range Rover Evoque with 123 units sold, an 11 per cent YOY increase.

In 2018 the Land Rover line-up features six models: The Discovery full size SUV, the Discovery Sport luxury compact SUV, the Range Rover Evoque luxury compact SUV, the Range Rover luxury SUV and Range Rover Sport luxury SUV and the all-new Range Rover Velar luxury SUV.

Jaguar

For the month, Jaguar reports 324 units sold and its best ever February, breaking its 2017 mark of 318 units. The Jaguar F-PACE led the way with 174 units sold, while the Jaguar F-TYPE, recently named AJAC's 2017 Sports Car of the Year, sold 47 units, an impressive 114 per cent YOY increase.

The 2018 model year Jaguar line-up features six models: The Jaguar F-PACE compact luxury SUV, the Jaguar XE compact luxury sedan, the Jaguar XJ luxury sedan, the Jaguar XF sports sedan, and the high performance Jaguar F-TYPE which is available as both a coupe and a convertible and the all-new Jaguar E-PACE compact SUV.

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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 saloon and sports car marques.

We employ more than 43,000 people globally and support around 240,000 more through our dealerships, suppliers and local businesses. Manufacturing is centered in the UK, with additional plants in China, Brazil, Austria and Slovakia.

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 Jaguar Land Rover sold 621,109 vehicles in 130 countries, with more than 80 per cent of our vehicles being sold abroad.

Our innovation is continuous: we will spend more than £4 billion in the coming 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 ultra-clean petrol and diesel engines.