



## NEWS

## JAGUAR ELECTRIFIES WITH I-PACE CONCEPT CAR

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- First Jaguar Electric Concept Vehicle(1) Revealed through World First Virtual Reality Experience in Advance of the Los Angeles Auto Show
- Jaguar confirms the I-PACE production model will be on the road in 2018, with precise, agile driving dynamics as yet unseen on an electric vehicle
- World-first, live cross-continent VR product launch reveal experience transports audience into a unique virtual world to explore the I-PACE Concept using tech from world-leaders HTC VIVE™ and Dell Precision Workstation
- Jaguar tears up the rule book creating the I-PACE concept with supercar looks, sports car performance and SUV space, all in one electric package
- Guests, customers and Jaguar enthusiasts, including James Corden, Michelle Rodriguez, Miranda Kerr, Gavin Rossdale, Bryce Harper and David Gandy experienced the live cross-continent VR reveal experience before the I-PACE Concept Vehicles live global debut.
- The I-PACE Concept Vehicle accelerates to 60 mph in around 4 seconds, and features a 90kWh battery with an estimated range of 220 miles (EPA cycle)(1)
- Driver-focused all-wheel-drive performance from twin-electric motors generating 516-lb ft of torque and 400hp(1)
- To be one of the first owners go to [jaguarusa.com](http://jaguarusa.com) and click the 'I want one' button

**(LOS ANGELES, CALIF.) – November 14, 2016** - Jaguar, tonight offered a first look at the Jaguar I-PACE Concept, an all-electric performance SUV(1), ahead of its global debut at the Los Angeles Auto Show with an exclusive VIP reception at MILK Studios in Los Angeles. Actress Michelle Rodriguez, late night-talk show host James Corden, supermodel Miranda Kerr, musician Gavin Rossdale, model David Gandy and Washington Nationals right fielder Bryce Harper, took part in a world-first, live cross-continent virtual reality reveal experience that transported the audience into a unique virtual world to explore the I-PACE Concept vehicle.

The Jaguar I-PACE Concept(1) Vehicle is the start of a new era for Jaguar. This is a production preview of the Jaguar I-PACE, which will be revealed next year and on the road in 2018. Customers can register now at [jaguarusa.com](http://jaguarusa.com) to be one of the first I-PACE owners.

Jaguar's engineering and design teams have torn up the rule book to create a bespoke electric architecture, matched with dramatic design. The result is a no-compromise smart, five seat sports car and a performance SUV in one.

Ian Callum, Director of Design, said: "The I-PACE Concept represents the next generation of electric vehicle design. It's a dramatic, future-facing cab-forward design with a beautiful interior – the product of authentic Jaguar DNA, electric technology and contemporary craftsmanship."

"Our virtual reality reveal today has pushed technology boundaries as well, and captures the hi-tech essence of the concept car. We only have one concept car

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Information about Jaguar North America products is available to consumers at [www.jaguarusa.com](http://www.jaguarusa.com)

Go to [www.us.media.jaguar.com](http://www.us.media.jaguar.com) for news releases, high-resolution photographs and broadcast quality video footage

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and it is in LA for the reveal. For the first time, VR has allowed us share it across the globe in the most immersive way possible.”

This unique and world-first ‘social VR’ reveal is believed to be the largest live and connected VR event of its type to date. Throughout the day more than 300 guests were transported into a specially created life-like virtual space, into which, two of the car’s creators, Ian Callum and Ian Hoban were projected.

From VR hubs in Los Angeles and London, groups of 66 guests including A-list stars Michelle Rodriguez, Miranda Kerr and James Corden, used HTC VIVE Business Edition headsets, powered by Dell Precision workstations, to put themselves inside the concept car and interact live with other participants. Guests ‘sat’ on the concept’s virtual seats, had a 360° view of Venice Beach as the concept was built piece by piece around them, and saw the I-PACE Concept race towards them across a virtual desert.

Dr Wolfgang Ziebart, Technical Design Director, Jaguar Land Rover, said: "This is an uncompromised electric vehicle designed from a clean sheet of paper: we’ve developed a new architecture and selected only the best technology available. The I-PACE Concept fully exploits the potential EVs can offer in space utilization, driving pleasure and performance."

The electric motors and 90kWh lithium-ion battery pack were designed in-house by Jaguar Land Rover to give the best possible performance and range for most daily commutes.

For rapid charging, using a public 50kW DC charging network, a full charge will take just over two hours. Enough to deliver an estimated 220 miles range (measured on the US EPA test cycle)(1).

The I-PACE Concept(1) transforms the electric driving experience and offers the driver-focused performance and response Jaguar is renowned for. To help deliver this, the I-PACE has electric motors on the front and rear axles. Their combined output is 400hp and 516-lb ft. of torque(1) – the same torque rating as the F-TYPE SVR.

Ian Hoban, Vehicle Line Director, described the set up to VR guests who were able to use virtual reality to get under the skin of this ground-breaking technology. He said: "Electric motors provide immediate response with no lag, no gearshifts and no interruptions. Their superior torque delivery compared to internal combustion engines transforms the driving experience. With 516-lb of torque and the traction benefits of all-wheel drive, the I-PACE Concept accelerates from 0-60mph in around four seconds(1)."

The virtual reality experience also allowed participants to sit in the front and rear of the Jaguar I-PACE Concept and explore the beautiful interior, discovering hidden details and features.

Ian Callum said: "The interior of the I-PACE Concept is finished with beautiful, premium materials and an unwavering attention to detail. Throughout the interior you will discover a host of beautiful details to surprise and delight. From the expansive panoramic glass roof to the sporting, beautifully finished seats, every feature bears the hallmark of British craftsmanship.

"And there is digital craftsmanship too, with two touch screens serving up information when and where you need it, limiting distraction and improving the driving experience"

Renowned VR Director, Alexander Horton, led the creative direction. Participants experienced the car being built around them, speeding towards them and appearing to fall to Earth from another planet – clearly signalling the future-forward nature of the revolutionary Jaguar.

The new and exciting VR platform pushed the boundaries further than ever before, with the inclusion of social interaction and a live presenter broadcast into a single VR world.

Groups in both LA and London were able to communicate and interact with one another, all while watching Ian Callum and Ian Hoban explain through high-end real-time 3D graphics both the design process and technology behind this forward-thinking concept car.

The VR content from the reveal will now be available on Vive Port through a dedicated Jaguar app allowing consumers to experience the I-PACE Concept at home.

Jaguar joined forces with VR leaders HTC VIVE, Computer experts Dell and Creative agencies REWIND and Imagination to create the world's largest, global, connected VR experience.

Dan O' Brien, VP, Virtual Reality at HTC VIVE said, "Jaguar Land Rover is renowned for its innovative spirit, and with Vive Business Edition we're thrilled to be the virtual reality partner to help bring to life their latest launch. With the blend of cinematics and VIVE's room-scale VR technology, the I-PACE Concept VR experience offers an incredible level of immersion, and showcases an exciting reimagining of the traditional car launch as we know it."

Dell Precision workstations powered the design and development of the Jaguar I-PACE Concept and the VR reveal experience. Dell Precision Tower Workstations are configured specifically with the increased performance, graphics and memory for VR content creation and advanced commercial visualization, making these types of applications possible in new areas of business, such as automotive.

Rahul Tikoo, Vice President and General Manager for Dell Precision, said: "Dell has long been involved in VR. We've been evolving our business model to introduce solutions that are optimized for the future of VR, from our VR-ready XPS and Alienware devices for the best VR experience to VR-ready Dell Precision solutions for professionals to create it. The Jaguar I-PACE Concept(1), designed and introduced with VR, reinforces the incredible innovation that's possible with VR technologies and the potential to ultimately transform industries."

Ross Wheeler, Head of Automotive at Imagination, said: "For the first time in history, a global automotive brand has used fully immersive VR to launch their latest car. This launch takes the individual far beyond any new car experience they would have witnessed before, allowing people across the world to connect in real time, be fully immersed within the vehicle and share live together their experience of Jaguar's first ever electric vehicle."

"Jaguar, by embracing cutting-edge technology in this way, has created an experience rich and rewarding for its consumers. It has undoubtedly redefined the future of how automotive brands introduce their new vehicles to customers."

(1) *All illustrations, photographs and specifications shown here are based on the Jaguar I-PACE concept vehicle. Final U.S. specifications, design, equipment, and accessories have not been determined. Therefore, U.S. production vehicles will differ from the one shown.*

*All pricing and figures for acceleration, power, speed, range and charging are Manufacturer's estimates based on best information available at time of publication. Jaguar I-PACE production vehicles will be tested and certified prior to release, with official figures available prior to any customer order.*

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### **About Jaguar**

*Jaguar is a premier manufacturer of luxury sedans, sports cars and SUVs offering unparalleled design with tremendous performance. The company's vision throughout its storied history has been simple: To produce beautiful, fast cars that are desired the world over. Jaguar strives to provide a world class ownership experience to every owner. Today's Jaguar lineup consists of the Jaguar XE and XF sports sedans, the XJ full-size luxury sedan, the two-seat F-TYPE sports car and the brand's first-ever SUV, the F-PACE. Jaguar designs, engineers and manufactures exclusively in the United Kingdom, at the Castle Bromwich and Solihull manufacturing plants in the British Midlands. Jaguar is fully engaged with sustainability initiatives and social concerns with continuous involvement in environmental and community programs. For more information, visit the official Jaguar website at [www.jaguarusa.com](http://www.jaguarusa.com).*

### **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 almost 40,000 people globally, with 330 in the U.S. and supports around 240,000 more through our dealerships, suppliers and local businesses. Manufacturing is centered in the UK, with additional plants in China, Brazil and India.*

*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 billion (USD\$3.9 billion) on new product creation and capital expenditure. Last year Jaguar Land Rover sold 487,065 vehicles in 160 countries, with more than 80% of our vehicles produced in the UK being sold abroad.*