



NEWS

JAGUAR ELECTRIFIES MIAMI WITH TEST DRIVE EXPERIENCE

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- Miami is the second stop for the [Jaguar Electrifies Experience](#), a multi-city national tour featuring the all-electric Jaguar I-PACE. The Experience includes I-PACE test drives on street and closed courses guided by SmartCone Technology
- Professional Football Player Danny Amendola to attend Friday, Nov. 9 to test his skills in the Jaguar I-PACE on the SmartCone Course and meet fans
- The 2019 Jaguar I-PACE is the first all-electric vehicle from the brand and is priced from \$69,500¹ in the US with customer deliveries starting this fall
- Event will feature local Miami food and beverage favorites including acclaimed Michelle Bernstein Catering, The Salty Donut, 222 Taco, and Crumb on Parchment and a Late Night Lounge event on Saturday, Nov. 10
- The Jaguar Electrifies Experience will take place at the Mana Wynwood Convention Center from Nov. 8-11; RSVP to attend the Miami Jaguar Electrifies Experience [here](#)

(MAHWAH, NJ) – November 2, 2018 – The Jaguar Electrifies Experience, a multi-city national tour, will be coming to Miami November 8-11. To mark the arrival of the Experience in Miami, Jaguar is teaming up with Professional Football Player Danny Amendola, who will be at the event on November 9 from 2:30-5:00pm and will participate in the I-PACE SmartCone challenge and also meet and sign autographs for guests.

The Jaguar Electrifies Experience is designed to engage, entertain, and educate consumers on the full Jaguar vehicle lineup as well as the benefits of owning an electric vehicle (EV). The event series kicked off in San Francisco in October, and after Miami, will continue to travel to key U.S. EV markets, including Los Angeles and the New York City metro area through spring 2019.

To highlight the Experience in Miami, Jaguar has launched a local marketing and advertising campaign including a series of billboards and wallsapes, as well as guerilla chalk stenciling strategically placed throughout the city.

The brand is also working with local Miami vendors to offer attendees at the Experience flavors of the city with a selection of food and beverage options from local favorites including acclaimed Michelle Bernstein Catering, The Salty Donut, 222 Taco, and Crumb on Parchment, among others. The Experience in Miami will also feature a Late Night Lounge on Saturday, November 10 to give consumers an opportunity to enjoy the Experience after hours, without the driving portion of the event.

“Following a successful kick-off in San Francisco, we’re excited to bring the Jaguar Electrifies Experience to Miami,” said Kim McCullough, Vice President of Marketing, Jaguar Land Rover North America. “South Florida is a top market for

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#JaguarElectrifies

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

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

Jaguar so we are looking forward to giving consumers the chance to experience the new all-electric I-PACE and the rest of the full model line-up.”

At the center of the Jaguar Electrifies Experience is the Jaguar I-PACE performance SUV, the brand’s first fully electric vehicle equipped with a 90kWh battery with an EPA estimated electric range of 234 miles². The I-PACE is priced from \$69,500¹ in the US and will be available to consumers this fall.

The Jaguar Electrifies Experience guides participants on a journey through the full lineup of 2019 model year Jaguar vehicles, then takes a deep dive into “The World of I-PACE” to learn about the brand’s first all-electric performance SUV through a series of interactive touchpoints. Along the way, participants will have the opportunity to get behind the wheel of several of the latest Jaguar vehicles, including the I-PACE, F-PACE, E-PACE and F-TYPE in a series of street drives. Guests will also be able to drive the Jaguar I-PACE on a timed and scored, closed-circuit SmartCone drive. To participate in the drive experiences, attendees must be 21 or older with a valid driver’s license. Passengers in the vehicle must be 8 or older and accompanied by a parent or guardian.

The Experience will conclude in “The Electric Lounge,” featuring some of the industry’s most cutting-edge products and technologies curated by media partner *WIRED*, including the Ubtech Cruzr robot that will engage with visitors when they walk within range, the Sony Aibo robotic dog, Meural digital picture frames, Weatherman Umbrellas, among other products. The lounge will also feature the Jaguar brand’s electric racing vehicles, including the Jaguar I-TYPE from the Formula E series and the Jaguar I-PACE eTROPHY from the world’s first all-electric spec racing series, a support race to the ABB FIA Formula E Championship in Season 5, beginning with the Formula E debut in the Middle East on December 15.

In addition, guests will be able to participate in various augmented and virtual reality activities, including the interactive Jaguar I-PACE Theater, which can be shared on social media. The Theater features the Jaguar I-PACE, and guests will be able to experience the latest in high-speed, 360 degree photo technology in a mirrored infinity room. Participants will receive their photos electronically before leaving and are encouraged to share these photos on social platforms using #JaguarElectrifies.

The Jaguar Electrifies Experience will be open to the public in Miami at the Mana Wynwood Convention Center from November 8-11. For additional information, and to register to attend, please visit www.jaguarusa.com/electrifies.

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¹ All prices shown are Manufacturer’s Suggested Retail Price. Excludes \$995 destination / handling charge, tax, license, and retailer fees, all due at signing, and optional equipment. Retailer price, terms and vehicle availability may vary. See your local authorized Jaguar Retailer for details.

² EPA estimated all-electric range is 234 miles with a fully charged battery and 80 city, 72 highway, and 76 combined MPGe. MPGe is the EPA-equivalent measure of gasoline fuel efficiency for electric mode operation. All figures are EPA estimates. Actual range and mileage will vary with driving conditions and style, and other factors.

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 80 year history has been simple: To produce beautiful, fast cars that are desired around the world. 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 a line of performance SUVs, the E-PACE, F-PACE and first-ever Jaguar electric vehicle, the I-PACE. Jaguar designs and engineers exclusively in the United Kingdom. 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.

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.

We employ more than 43,000 people globally and support around 240,000 more through our retailer network, 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 in the region of £4.5 billion (USD\$6 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 ultra-clean gasoline and diesel engines.