

Business segments

JAGUAR LAND ROVER



JLR revealed its new corporate identity, as part of its move to a House of Brands organisation. The new brand identity aspires to remove ambiguity and bring to the fore the unique DNA of each of JLR's brands – Range Rover, Defender, Discovery and Jaguar.



Vision

To become proud creators of the world's most desirable modern luxury brands for the world's most discerning clients.

4,01,303 units

Volume

£28,995 million

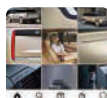
Revenue

69%

Share of consolidated revenues

Our seven modern luxury principles

Our world of modern luxury is built on seven clear principles.



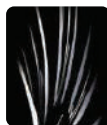
01 Curation: Curation means being selective in what we say, do and show as a brand.



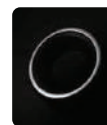
02 Future-Facing: What matters is what comes next, not what came before.



03 Effortless: Every interaction must be rewarding, seamless and effortless.



04 Engaging: Modern luxury is completely different from generic automotive behaviour. It is far more compelling and engaging.



05 Reductive: We never over-elaborate, over-desire or over-engineer.



06 Global Citizenship: Sustainability and being connected to the world.



07 Unique: We are original and selective, not universal.

NEW VARIANTS & SPECIAL EDITIONS



New Range Rover Sport SV Edition One

Combines sporting luxury with innovative performance-enhancing technologies



Range Rover Evoque

New design and sophisticated technologies amplify true modern luxury



Discovery Sport

With redesigned modern luxury interior, increased versatility, and state of the art technology

Model developments

(Coming soon)



Range Rover Sport-Stealth

A curated combination of dark and dramatic finishes



Defender Octa

Toughest, most capable and luxurious Defender ever with V8 Twin Turbo power



New Range Rover Electric

The first fully electric vehicle from Range Rover is anticipated to be the quietest and most refined Range Rover ever created

Existing product portfolio

Existing Land Rover range



Range Rover



Range Rover Sport



Range Rover Velar



Range Rover Evoque



Discovery



Discovery Sport



Defender

Existing Jaguar range



Jaguar F-PACE



Jaguar E-PACE



Jaguar I-PACE



Jaguar F-TYPE



Jaguar XE



Jaguar XF

