



Self-driving Prototype Jaguar I-PACE hits the roads for the first time in Dubai

- Self-driving prototype Jaguar I-PACE was showcased at Dubai World Congress for Self-Driving Transport
- Jaguar I-PACE, 2019 World Car of the Year and World Green Car of the Year, was chosen due to its strong sustainability credentials
- 2019 Dubai World Congress for Self-Driving Transport aims to accelerate progress towards the adoption of self-driving technology

Dubai, United Arab Emirates, October 23, 2019: Jaguar Land Rover engineers tested a self-driving prototype Jaguar I-PACE on the streets of Dubai demonstrating the company's latest autonomous driving research technologies and giving a glimpse into the future of mobility.

Jaguar Land Rover's commitment to an autonomous, connected, electric and shared (ACES) future is a cornerstone to delivering on its Destination Zero mission; the ambition to make societies safer and healthier, and the environment cleaner.

The all-electric, zero emissions Jaguar I-PACE - current 2019 World Car of the Year and World Green Car of the Year - was chosen due to its strong sustainability credentials. The prototype Jaguar I-PACE was modified to include enhanced vehicle detection and avoidance capabilities through a combination of radar and cameras, alongside a traffic light detection system. The vehicle's speed and steering, from stationary up to highway speed, was also controlled autonomously during test drives, with the system following routes from a detailed HD map showing route location and a detailed bird's-eye view of junctions.

Jaguar Land Rover continues its drive for conscious innovation focusing on achieving its vision with Destination Zero - a future of zero emissions, zero accidents and zero congestion – across its facilities, and through its products and services. Autonomous vehicle technology plays a major role in realising the strategy. To date, Jaguar Land Rover has successfully completed real-world testing of the technology on complicated inner-city roads in the UK and continues to collaborate with academia and industry to accelerate innovation.

"Jaguar Land Rover shares similar goals to Dubai's government with regards to mobility and sustainability. We both wish to make driving safer, to free up time we spend travelling, and to reduce the negative impact travel has on our planet," commented Bruce Robertson, Managing Director of Jaguar Land Rover MENA. "The Dubai World Congress for Self-Driving Transport tackles these same important challenges head-on, and our autonomous Jaguar I-PACE prototype is proof positive of the impressive progress our company and industry are making."

Successfully tested on the streets of Dubai in preparation for its appearance at the Congress, the prototype model demonstrates the progress being made in the autonomous driving space globally, and Jaguar Land Rover's contribution to the Emirate's Self-Driving Transport Strategy.

-ENDS-



Editors' notes

For more information on Destination Zero, please visit:

<https://www.jaguarlandrover.com/2019/zero>

About Jaguar I-PACE

I-PACE is the world's first premium all-electric performance SUV. It delivers electrifying all-wheel drive performance from its twin Jaguar-designed motors, with an output of 400PS and 696Nm of torque enabling 0-100 km/h in just 4.8 seconds. The state-of-the-art 90kWh Lithium-ion battery delivers up to 470km range (WLTP). The cabin optimises space for passengers while sophisticated materials and exquisite attention to detail identify this as a true Jaguar. While a mid-sized SUV, I-PACE's cab-forward design and electric powertrain means the rear legroom of 890mm is comparable to luxury saloons. The award winning electric SUV, the Jaguar I-PACE, is currently available to order in the following MENA Markets: Jordan, Lebanon, Palestine and Morocco. The Jaguar I-PACE will be available in the remainder of the MENA markets in the coming months.

For more information please visit media.jaguar.com / media.jaguarlandrover.com

About Jaguar MENA:

Jaguar's heritage of elegant design and breath-taking performance has excited and delighted the world for 80 years. Today's world-class Jaguar family comprises the award-winning XE, XF and XJ saloons, the dramatic F-TYPE sportscar, the F-PACE performance crossover – the fastest-selling Jaguar ever, the E-PACE compact performance SUV and now I-PACE, the all-electric performance SUV and 2019 World Car of the Year that puts Jaguar at the forefront of the electric vehicle revolution.

For more information please visit: jaguar-me.com or log onto media.jaguar.com

Contacts:

For media inquiries, please contact:

Sally Clift | Jaguar Land Rover | Tel: +44 (0) 7384 430009 | Email:

sclift2@jaguarlandrover.com

Salman Sultan | Jaguar Land Rover | Tel: +971 4 372 4923 | Email:

ssultan1@jaguarlandrover.com

Carmen Rusinoiu | Ogilvy Public Relations | Tel: +971 5 445 45013 | Email:

JLR.MENA@ogilvy.com