

Jaguar Land Rover Designated Director Report

By Fred Hammond, JCNA Liaison

CY2016 has turned out to be a record breaking year for Jaguar Land Rover as a whole and the Jaguar Brand in particular.

In the US, year to date through December, Jaguar has more than doubled its volume with sales up 116 percent to 31,243 units sold versus 14,466 in 2015. Full year sales were led by the brand's new volume leader F-PACE with 10,016 sales. The XE hit 6,656 units sold. The all new Jaguar XF increased 12 percent to 6,665 units sold for the year, the last two models showing a strong performance in an otherwise depressed Sedan market.

Jaguar launched two new entry luxury vehicles in 2016: the 2017 XE compact luxury sedan, starting at \$34,900, and the 2017 F-PACE compact luxury SUV, starting at \$40,990. Competitively priced within their respective segments, these two new models appeal to an all-new segment of buyers for the brand and hopefully introduced several new members to the JCNA membership rolls.

After positive experiences in 2015 and 2016, we are hoping to continue our relationship with SVRA. This past year it is estimated by Marketing that over 1,400 JCNA members and their family members took up our offer of free admission to these races and we hope to renew our agreement with SVRA shortly.

On the Jaguar racing front, there are two Formula E series races scheduled for North America, one in Brooklyn, NY's Red Hook section, where a street course will be erected and in Montreal, Que. at the world famous Circuit Gilles Villeneuve. It is our hope to be able to offer some sort of discount package to JCNA members. For more information on the Jaguar I-TYPE Formula E effort, check out our website at <http://www.jaguarusa.com/jaguar-racing/index.html>

JLR is also on the verge of a big move – after 27 years at our MacArthur Boulevard location, JLR will relocate to new digs on the other side of Mahwah, NJ, a mere three miles away. We are in the process refurbishing the facility which formerly housed Sharp Electronics North American Headquarters. The current schedule calls for the first departments to begin the move in December of this year. One of the first to make the move to the new International Crossroads location will be Jaguar Land Rover North American Archives.

On a more business related topic, we are making headway on a long overdue job description for the JLR Designated Director. Thanks to the continued efforts of Barbara

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Grayson, Rob Thus and George Camp, it is hoped that we will be able to present an acceptable job description to the BoD at this AGM.

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