

CR-01 Jaguar Cars Liaison Report

State of the Company – Jaguar Drives Into the Future

By Fred Hammond,
Jaguar Designated Board Member

As Jaguar rolls in to 2013, the future appears bright, but it is not without its challenges.

In January, Jaguar Land Rover announced that we had sold 357,773 vehicles during 2012. That's up 30% over 2011. That is Jaguar and Land Rover combined and reflects the impact of the super successful Range Rover Evoque. Though up 6% globally, Jaguar sales continue to be a challenge in a crowded, ultra competitive market segment. The US has now dropped to Jaguar's third largest market behind China and the United Kingdom.

In addition to super-competitive pricing from Audi, BMW and Mercedes-Benz, these car companies possess their own captive financing arms, which allow them to make adjustments to their incentive programs and residuals on the fly, a quickness a foot we currently do not possess. The good news is that even without the predatory incentives and financing, Jaguar is doing just fine.

Jaguar Land Rover has embarked on an aggressive product program, investing in the company, the cars and its people. We recently announced the creation of up to 800 new positions at its advanced manufacturing facility in Solihull, UK, to support the development and introduction of future new model programs. This is in addition to the recently completed recruitment campaign, the largest in the company's history, and the hiring 8,000 new people. It now employs 25,000 people globally. We have also committed £370 million (\$600million) to support our future ambitions.

We have also announced that we are building a plant, in partnership with Chery Cars, to assemble Jaguars in China, strictly for the Chinese market.

Our recently launched products have been hailed by automotive critics around the world and show Jaguar's commitment to constantly improving its existing products.

The new powertrains added to the XF and XJ model lineups have already improved sales by more than 13%.

The 2013 XF debuts this model's first-ever all-wheel drive system. Two new engines join the lineup, a 240hp, 2-litre turbocharged inline-four-cylinder engine and a 340hp, 3-litre supercharged V6, the latter fitted with a new Intelligent Stop/Start system for improved fuel economy.

The XF model line is also the recipient of the second model in the Jaguar ultra-high performance R-S range, the XFR-S Sedan joins its XKR-S sibling as the latest link in the long – standing performance lineage. Only 100 will be offered for the U.S. market.

The XJ will also get the Instinctive All Wheel Drive system as well as the 340hp, 3-litre supercharged V6 engine with a new Intelligent Stop/Start system.

And of course, there is the F-TYPE.



The F-TYPE represents a return to the company's heart: a two-seat, convertible sports car focused on performance, agility and driver involvement. The F-TYPE is the first all-new two-seat sports car in 50 years. A front-engined, rear-wheel drive convertible, three models of F-TYPE will be available, starting at about \$69,000 (depending on the exchange rate when it goes on sale in the Spring.)

Powered by either a 340hp or 380hp version of Jaguar's new 3.0-liter V6 supercharged engine or a new derivative of its 5.0-liter V8 supercharged unit, each F-TYPE is engineered to be a Jaguar in every sense of the name. During a test drive at the Snetterton Circuit, in the UK, Martin Brundle, Justin Bell and Christian Danner) all said that both the V6 and the V8 powered cars both exhibited excellent ride and handling as well as stunning performance.

It is safe to say that the future of Jaguar is well and truly assured – something that seemed extremely remote only a few years ago. Ratan Tata has accomplished something that neither the British Government or the Ford Motor Company could do – lead Jaguar in to the future with hope and drive.

Sir William Lyons would certainly be proud.