



R E I M A G I N E

By Neville Barlow

This is the latest ‘Buzz’ word from Jaguar Land Rover in the UK. They have just released a new strategy that will see the electrification of all Jaguar and Land Rover vehicles starting in 2025. New CEO of JLR Thierry Bolloré outlined the goal recently. He says JLR is unique because it produces designers of peerless models and has unrivalled understanding of the luxury needs of its customers. He goes on to say the ‘reimagining’ strategy allows us to enhance and celebrate the uniqueness like never before. Together we can design an even more sustainable and positive impact on the world around us.

By the middle of this decade jaguar will be making purely electric luxury vehicles featuring next generation technologies. (Does that include the Hydrogen fuel cell vehicles that Land Rover is currently testing?) Sadly, the all new electric XJ that Jaguar has been working on for the past four years has been abandoned. Again why? I can find no explanation why.

Bolloré says with the change to electric vehicles comes a new direction. Jaguar will no longer chase high sales figures, but rather quality and higher profit margins. This is a huge departure from the recently retired CEO Sir Ralph Speth, who for years aimed JLR to produce a Million cars a year.

Bolloré goes on to say” Our vision is clear; to become the creator of the world’s most desirable vehicles for the most discerning of customers. The aim is to achieve net zero carbon emission across our supply chain and products chain by 2039! Future Jaguar models will be built only on a pure electric architecture. Land Rover will use a different architecture for its forthcoming models which will be used for its electrified internal combustion variants.

This reimagining is supposed to push the company to a positive cash flow and little debt within five years. The aim is to have JLR one of the most profitable luxury manufacturers in the world. With this in mind JLR would also cut their work force by 2,000 in the next year although the losses would be in its World- wide force and not in manufacturing.

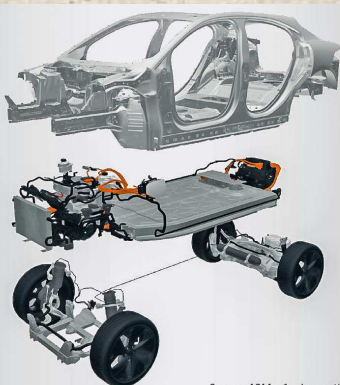
So what we have here is an effort by Jaguar to make highly sophisticated and highly technological vehicles with the emphasis on luxury with a starting price of £100,000 (NZ\$ 200,000).

That means a smaller number of cars at higher prices than at present and fewer models to

choose from. (That would be an easy way to limit Jaguar's carbon emissions). We are now told the only current model to be carried forward is the I Pace. That means No XJ, No XF, No XE, No E Pace, No F Pace and No F Type.

Just recently new boss Thierry Bolloré (who was sacked from Renault) revealed Jaguar will be re-invented as a luxury brand to challenge Bentley. In a recent interview he said the new family had been signed off and the initial design work has also been completed. It is believed the new Jaguar family will comprise of three all new models, a couple of cross-overs and a two door sports car. He goes on to say that when Jaguar was incredibly successful, at a time when the E Type was first manufactured, it was a copy of nothing ever seen. This is what we are preparing to produce now. Jaguar will be producing larger cars not smaller ones. Many British Motoring journalists fear for JLR. They think they are on shaky ground. They all say JLR badly need to do something but is this the right way?

Many of us older car enthusiasts are very wary of the supposed flood of electric cars with their multitude of detrimental effects on our planet especially when their life span will produce greater carbon emissions than the modern Internal Combustion Engines.



Jaguar has at times surprised with what has been described as outlandish ideas. Putting a diesel engine in a Jaguar horrified many people (Diesels were for tractors and trucks), however that worked extremely well. Remember when Jaguar first promoted the idea of making SUV's. Jaguar makes Saloons and Sports cars 'old chap' but they have become a life saver for Jaguar. So it may be that 'Reimagining' might just have a chance of working.

Neville

Source: A2Mac1 - Innovation Bench