

# What is happening to Jaguar?

By *Neville Barlow*

In the September 2022 edition of our magazine, I wrote an article entitled 'Reimagining'. It was about a man called Thierry Bollore who had been appointed as CEO of Jaguar and his rather extraordinary ideas as to where Jaguar will be in 2025. Before his appointment, Bollore was General manager for the Renault car Company.



**Thierry Bollore**

He made some major missteps regarding co-operation with the Nissan car company and misuse of company funds and was hastily sacked by Renault.

Jaguar was looking for a new top man because Ralph Speth was retiring, and I was amazed that they chose Bollore.

Thierry Bollore retired from Jaguar in November 2022 stating personal reasons.

What did he do while working for Jaguar? To start with he openly criticized the Jaguar car company as a run down and out-moded manufacturer and he intended to make it into massively profitable and world leading business.



**Possible Jaguar 2025 car?**

He would do this by 2025 by making Jaguar the only car company in the world that produced only electric cars. Every model made in 2022 was to be scrapped, even the I Pace, to be replaced with large electric cars to rival Rolls-Royce, Bentley, Aston Martin and Mercedes.

They would be priced at not less than NZ\$ 240,000 each and this would bring Jaguar back into profit!

To me pricing a car before it was not even off the drawing board was lunacy.

An article in the Autocar magazine says Jaguar are planning on a trio of 'jaw-dropping' electric crossovers with three-door and five-door positioned as separate models with an entry price of NZ\$ 180,000. This greatly differed from what Bollore first suggested however, the flag ship models will start at around NZ\$240,000 and work to NZ\$ 400.000. They are deliberately configured to take advantage of the demand in China and the USA for big luxurious cars.

The cars mentioned above have been gleaned from car magazines, newspapers and Google. Whether one or both groups of models will be produced is any one's guess. Right from the very first electric car to hit the road I have worried about the massive carbon emitted from their construction. An example is the Tesla S model that puts into the atmosphere 17.5 tonnes of carbon before it has travelled a single metre. Mother Nature can be a very clever girl, but I think the millions of tonnes that just Tesla have lumped into the skies in a very short time, could be the reason our climate is now producing the extremes we find the world now has to deal with.

In 2016 Jaguar entered two electric race cars in Formula E, which of course was for electric cars. In the six years they have competed in this Formula they have hardly covered themselves in glory. They finished 10<sup>th</sup>, 6<sup>th</sup>, 7<sup>th</sup>, 7<sup>th</sup>, 2<sup>nd</sup>, and 4<sup>th</sup> in those six years. How



**Possible Jaguar 2025 SUV?**



**2025 Jaguar Mock-up on the road now**

come Mercedes entered cars and won in their first two years.

Jaguar had in the past built a huge reputation with sports cars with the likes of the XK 120, C Type, D Type, E Type and the TWR XJR's Le Mans winning cars. To me Jaguars attempts at Formula E leave much to be desired.



Jaguar Land Rover has been frequently criticized for intending to have a two-year silence on the progress of its new Jaguar project. Newspaper headlines said they were very aware that they needed to have something great to show the world. It was my impression that this was Thierry Bollere, who blunder-busted this whole idea. I now wonder, if, with his departure, will Jaguar still go ahead with his plans.

My question is; does Jaguar intend to making cars they built their reputation on, which of course, was sportscars. A headline in the wonderful "Jaguar magazine.com" says "The end of the road. Jaguar has announced the release of the very final Internal Combustion model Sports car in its 100 year history, the F Type". It will have a unique interior and a touch up for the exterior. I am disgusted. This last vehicle should be something special. Having some extra leather and a new badge is insulting to every Jaguar sports car that came before it. Will there ever be another real sports car? It appears we will have to wait well into 2024 to see any of these "wonder cars" we have been promised.

How on earth does Jaguar expect to sell any of the current line-up of models for the next two years, with potential customers knowing their cars will soon be outdated.

I also read that many countries are prohibiting the sale of Internal Combustion cars from 2035. It is sad that many people do not understand that to produce electric cars produces massive CO2 in the atmosphere. I believe in 10 years' time we will pay the price with dead lithium batteries becoming just another hazard we will have to dispose of. There are alternatives to electric cars. The best being the use of Hydrogen, the most prolific element the world has to offer. Hydrogen fuel cells are just the beginning. Synthetic fuels are another possibility. Carbon capture machines are already operating in Europe and the voyagers to the planet Mars have a machine called Moxie that can convert carbon to oxygen. Why do we not have these machines available now?

My passion has been Jaguar cars for over 70 years, it may not last many years more.

*Neville*

**2023 Jaguar F-Type**

