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## Jaguar builds momentum for newest sports sedan

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*Jaguar XE*

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By JOE MCCARTHY

Jaguar Land Rover is unveiling its anticipated XE compact sport sedan in London Sept. 8.

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Europe will have access to the model in 2015 and it will go on sale in the United States in 2016. Although the XE has a while to go before it hits streets, the brand can ensure an exuberant reception with a gradual rollout.

"This is an important milestone in the brand, and consumers have expressed significant interest in the XE," said Wayne Kung, national product communications manager at [Jaguar Land Rover North America](#), Mahwah, NJ.

Feeling it

Jaguar created the #FeelXE hashtag to keep excitement high leading up to the model debut.



*#FeelXE promotional image*

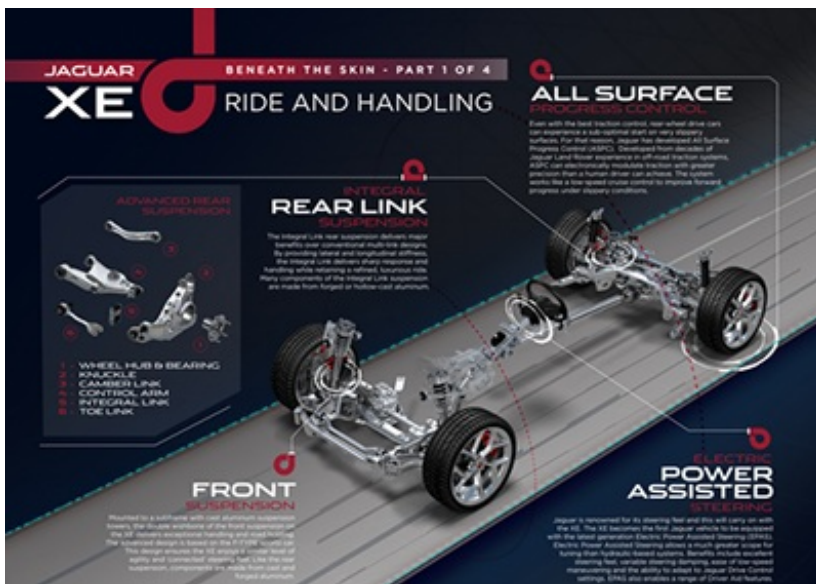
Social posts have been deployed to foster a conversation and encourage exploration of content.



*Jaguar tweet*

Also, the brand is gradually revealing the technical details of the car, so fans have a reason to refresh content.

For the first part of the reveal, Jaguar is displaying the all-aluminum architecture of the car and the accompanying features that enhance performance.



*Jaguar XE "Beneath the Skin" graphic*

For instance, the integral link rear suspension improves responsiveness and handling, and the "all surface progress control" helps the rear-wheel car stay in control when in slippery situations.

As the debut approaches, the rest of the car will be fleshed out in the form of informative graphics. The brand is also promoting the fact that it was designed, engineered and manufactured in Britain.

Details about the London event have not been revealed. Following the debut, the brand will prepare for the next wave of events to transition the model for sales.

### Climbing the ladder

Jaguar is no stranger to stoking excitement for a product release.

For example, the British automaker cranked up the anticipation for the new F-Type Coupe model that was unveiled Nov. 19 at the Los Angeles Auto Show with a series of mysterious social media posts that bolstered the brand's latest umbrella campaign.

The automaker stitched together vines and ordinary posts heavy with shadows and furtive language that merged with the brand's latest British Villains campaign. By channeling new model releases through the film of its emerging British Villains campaign, the brand had a good chance of impressing this new message on the public's imagination ([see story](#)).

Oftentimes, automakers will reserve model unveils for events where they struggle to stand out.

With all eyes on the annual Goodwood Festival of Speed, automakers used the occasion as a springboard to debut their latest models.

In the weeks leading up to the festival, automakers such as Mercedes-Benz, Ferrari and Range Rover announced plans of debuts and interactive experiences slotted for attendees to enjoy. Although Goodwood is rooted in racing, it was beneficial for automakers to promote consumer-facing models to the crowds that gathered ([see story](#)).

Since the segment the XE is entering is particularly crowded, the brand may benefit from a standalone debut.

"The compact sports sedan segment is a highly competitive segment in which we have not had an offering in many years," Mr. Kung said.

Final Take

*Joe McCarthy, editorial assistant on Luxury Daily, New York*

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