

ADVERTISING

Jaguar starts production of entry-level vehicle at Solihull

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Jaguar XE video still

By NANCY BUCKLEY

British automaker Jaguar underwent historic changes this week with the production start of its XE at Solihull, the first Jaguar to be manufactured at the plant.

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A parade commented the day and social videos have been released by the brand in the wake of the production's kick-off on April 13. The long-winded, celebrity-filled release of the Jaguar XE finally arrived with the possibility that the hype surrounding the vehicle will assist in its likely impact on the entry-level luxury vehicle market dominated by BMW, Mercedes-Benz and Audi.

"The whole process behind this, the timing of the social videos all they are trying to do is create a buzz," said said Lauren Fix, automotive expert and author of "[Lauren Fix's Guide to Loving Your Car](#)," Lancaster, NY.

"Draw attention to Jaguar producing cars that everyone can buy," she said.

Ms. Fix is not affiliated with Jaguar, but agreed to comment as the industry expert.

Jaguar was unable to comment by press deadline.

Multiple involvements

The XE's timeline began in March 2014 with the Geneva Motor show. It continued in July 2014 when Jaguar Land Rover announced the unveiling of its anticipated XE compact sport sedan in London Sept. 8.

Jaguar mentioned that the car will be available in in 2015 and it will go on sale in the United States in 2016. Although the XE had a while to go before it hit streets, the brand ensured an exuberant reception with a gradual rollout ([see story](#)).

A few months later, Jaguar enlisted artists from the worlds of music, design and film to get fans "exhilarated" for the Jaguar XE model ([see story](#)).

Continuing the campaign, Jaguar entered the next phase of its "Feel XE" campaign with a fleet of vehicles inspired by British fashion designer Stella McCartney's Superhero print ([see story](#)).

The final installment of the stretched out release was when Jaguar enlisted British actor Idris Elba to star in its short film as he drove from London to Berlin ([see story](#)).

On April 13, the production of the XE finally began. The day was celebrated with a parade featuring 40 Jaguar Land Rover models, both the past and present.

The Jaguar XE will be the first Jaguar to be produced at the plant that has manufactured Land Rovers for several decades.

In 2008 when Tata Motors bought Jaguar and Land Rover, investments were placed in the plant to build its aluminum production facility. The Jaguar XE will be the first Jaguar to be produced there; fitting given its structure is 75 percent aluminum.

The parade to commemorate this day featured cars from eight different decades.

Jaguar has also released social videos to keep the hype up online. Jaguar UK released the first video, which in 42 seconds shows the Jaguar XE in a warehouse covered in gray sand-like material. As a wind producing fan turns on the sand blows away and the narrator says, "For those who embrace change, here is something you are really going to like, the new Jaguar XE."

Embedded Video: <https://www.youtube.com/embed/yuoPoFHWry4>

Jaguar UK video

On Jaguar Land Rover's main YouTube page, the full video of this commercial was also released. This version does not have any narration and is slightly longer. However, it features the same gray sand being blown off as a vibrant red-colored XE is revealed. The title is "Jaguar XE stands out from the grey and boring."

Embedded Video: <https://www.youtube.com/embed/HeCcfjQngB8>

Jaguar stands out from grey and boring

A behind-the-scenes video was also released alongside these two. This film shows the

Jaguar team putting together the fan, covering the car in sand and putting together the details such as sounds and lights.

Embedded Video: <https://www.youtube.com/embed/tQud8o4yZLo>

Behind-the-scenes video

Timing is everything

Drawn out teasing and campaigns for vehicles is a common trend in luxury automotive brands. However, sometimes the earlier the brand starts with a campaign the more likely it will have opposing threats.

For instance, British automaker Bentley Motors has been teasing its highly anticipated Bentayga for nine months with different images and video clips that show a little bit of its design, but the brand's big reveal is being threatened by other sources.

Bentley began its teasing about one-and-a-half years prior to the release of the 2016 model and has been trying to build the anticipation for the release by revealing morsels of information at a time, but automotive news outlets have spotted the car on road tests and released their own images. When media sources jump ahead of marketing plans, brands must be able to adjust intentions accordingly ([see story](#)).

Teasing cars and creating slowly released campaigns helps to hype the car's eventual release into markets.

"The idea is to create excitement and energy," Ms. Fix said. "It is not a compact vehicle, it is premium sports car.

"Jaguars are nothing but luxury and now you can have all of that in a reasonable priced car."

Final Take

Nancy Buckley, editorial assistant on Luxury Daily, New York

Embedded Video: https://www.youtube.com/embed/tZiz_qtF0Mg

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