

INTERNET

## Jaguar peaks behind-the-scenes with James Bond vehicle

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*Bond stars and Bond cars*

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By FORREST CARDAMENIS

British automaker Jaguar is generating publicity with a vehicle placement in “Spectre,” the latest James Bond film.

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The brand has launched a microsite that includes a video of the C-X75, the model driven by the villain during a climactic car chase, along with commentary by the film’s cast and crew. The never-ending popularity of the debonair spy makes Bond films a popular choice for brands aiming to gain visibility and attract a specific demographic.

“Bond is still the largest movie franchise in the world with a truly global audience of all ages,” said Juliet Fairbairn, global brand public relations manager, at **Jaguar**, Warwickshire, United Kingdom.

“We believe being part of this movie is a strong brand building exercise for us while showcasing our innovation and design credentials,” he said. “The C-X75 design cues and technologies can be found in our product line up of today, which also helps raise awareness of and promote our current range.”

Behind the scenes

The video begins with a behind-the-scenes look at the car chase, with Spectre director Sam Mendes, stunt coordinator Gary Powell and actor Dave Bautista, whose character Mr. Hinx drives the C-X75, discussing the scene, which will prominently showcase James Bond's Aston Martin DB10 with the assassin and villain driving the C-X75.

[video width="420" height="236" mp4="https://www.luxurydaily.com/wp-content/uploads/2015/09/C-X75-Jaguar-Bond.mp4"] [/video]

### *Jaguar C-X75 James Bond video*

"To have the opportunity to be a part of an iconic chase scene in a Bond movie and to drive the C-X75 supercar was like a dream come true for me," Mr. Bautista said in a brand statement. "It truly is a beautiful beast of a car that will go down in movie history."

Jaguar representatives then discuss the making of the vehicle, which is a modified hybrid with improved traction control to stabilize the enhanced performance required for the film. The model, which the brand calls its most advanced ever, is part of the brand's special vehicle operation, dedicated to high-performance and bespoke editions of existing automobiles.



### Jaguar C-X75

To show off the custom model, the microsite also features interactive sliders that allow the viewer to explore the vehicle's sketch design, compare it to other Jaguar models and circumvent the exterior.

Other Jaguar Land Rover models are also featured in the movie, including the Land Rover Defender, which features in its own video located on Land Rover's [main site](#). That video, like the one for the C-X75, includes behind-the-scenes look at Spectre and a brief description of the making of the model.

Embedded Video: [https://www.youtube.com/embed/rA\\_CsEv5Qd8](https://www.youtube.com/embed/rA_CsEv5Qd8)

### *Jaguar Land Rover Defender James Bond video*

Although the most famous "Bond cars" are generally those driven by Agent 007 himself, the series is also known for creating memorable villains, so it is unlikely that having the villain drive the brand's vehicles will negatively impact Jaguar.

Instead, the behind-the-scenes looks at the movie that Jaguar provides and the interactive design that allows fans to more closely examine the vehicle will strengthen ties between the automaker and the franchise.

Because the size of the films' audiences ensures overlap between those with an interest in sports cars and fans of the film series, Bond-inspired promotions and product placement are a popular way for brands to create positive connotations with their product among a particular demographic, but Jaguar's more inclusive role in the marketing of the film could separate it from other Bond-boosted brands.

The microsite can be viewed [here](#).

### Branding Bond

The other automaker prominently featured in Spectre has found its own way of linking its product with the hero.

British automaker Aston Martin is commemorating its role in the James Bond film franchise over the last 50 years with a new limited-edition model tied to the release of Spectre.

The DB9 GT Bond Edition, of which only 150 will be produced, includes a host of accessories and trim features that honor the link between the fictitious spy and his car of choice. This model is apt to appeal to both car and film collectors, allowing them to have a piece of the Bond world in their own garage ([see story](#)).

Of course, Bond's reach extends beyond fast cars.

U.S. apparel label Tom Ford has announced it is reprising its role as the brand behind the attire of James Bond in the upcoming film.

High-end brands often work with the costume designers of Hollywood films due to the relationship the label oftentimes has already established with the actors, or to create a large field of visibility for its products. The James Bond franchise is an especially good match for a luxury brand due to the sophistication of the clothing worn by the character, the situations he finds himself in and, of course, his sports cars ([see story](#)).

"Providing vehicles for a movie such as Spectre is more than just product placement. There is a huge team of people behind providing stunt vehicles in this movie," Ms. Fairbairn said. "We wanted to give consumers the opportunity to learn more of the behind-the-scenes story of what it takes to create some of the best car chase scenes in the world - these films with interviews and facts helps us do this."

### Final Take

*Forrest Cardamenis, editorial assistant on Luxury Daily, New York*

Embedded Video: <https://www.youtube.com/embed/NZf-WbkcaD8>