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Jaguar eyes business professionals via chauffeur fleet

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Interior of a Jaguar XJ

By STAFF REPORTS

Chauffeur service provider Crawfords of London is now able to drive clients in Jaguars thanks to a partnership with the automaker.

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New to Crawfords of London's fleet is the addition of 50 2016 Jaguar XJ LWB Autobiography models, the automaker's most high-end automobile. The partnership comes to light as Jaguar aims for wider success for its models in the fleet sector and its status as a player in the luxury private hire market.

Driven in style

The Jaguar fleet available from Crawfords of London is the pinnacle of the automaker's lineup and includes a 3.0-litre V6 diesel engine and a suite of high-tech features such as 360 Degree Park Distance Control. Additional amenities within the model are heated and cooled reclining rear seats, rear business tables, WiFi and sunblinds.

In a statement, Chris Newitt, sales director at Jaguar Land Rover UK, said, "We are very proud that one of the UK's most highly-respected chauffeur companies, Crawfords of London, has selected our new Jaguar XJ 2016 Model Year as their flagship vehicle. It is a testament to Jaguar's latest range – which features cars that have style, luxury and low running costs in equal measure – that we are ticking every box for business customers."



Jaguar XJ

Crawfords of London's current fleet includes the Mercedes S-Class, BMW 7 Series, Mercedes V-Class, Range Rover and Mercedes E-Class.

"Our business is to chauffeur the world's most discerning people: from captains of industry, CEOs, business professionals, A-list celebrities, high-net-worth individuals and sporting personalities, The Jaguar XJ LWB Autobiography offers everything that we could want; it is stylish, spacious and luxurious," said Jimmy Lazarou, CEO of Crawfords of London, in a statement.

"With rear seat entertainment that includes twin high-definition screens, WiFi and a host of connectivity for smartphones, not to mention soft Nappa leather seats and acres of space, the specification meets all of our clients expectations," he said. "We are also proud to be associated with a quintessentially British brand such as Jaguar."



The partnership will offer Jaguars to Crawfords of London's clients

In April, Rolls-Royce Motor Cars brought an elevated experience to users of the car rental DriveNow application with a free chauffeured driving service in East London.

From April 1-3, consumers could search for the Phantom, Wraith and Ghost models on the map, hidden under code names Sir Henry, Charles and Eleanor, as a form of Easter egg hunt. For the consumers able to find and book the vehicles, they were given a complimentary taste of the Rolls-Royce experience ([see story](#)).

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