

COMMERCE

## Jaguar Land Rover invests \$680M to expand UK plant

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*Range Rover Evoque*

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By STAFF REPORTS

British automaker Jaguar Land Rover is showing its long-term dedication towards its home country by doubling the size of its Engine Manufacturing Centre.

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As part of a total \$1.5 billion investment in the plant, this project will increase the Midland site's productive space to 2 million square feet, allowing the automaker to add hundreds of new employees. For luxury brands in particular, maintaining manufacturing facilities in the country of their origin is an important part of retaining heritage.

### Production line

Jaguar's production expansion will help the automaker as it seeks to round out its product selection with new models.

The EMC, opened last year, has already brought the low emission Ingenium engine, its first in-house engine, from prototype to manufacture. Today, 50,000 of the engines have come off production.

This facility now produces engines for the Range Rover Evoque, Jaguar XF and upcoming F-Pace.

With about 700 employees, the manufacturing plant will be recruiting again, partly through apprenticeships.



*Rendering of Jaguar EMC*

“We are proud to be such a significant investor in advanced manufacturing in Britain and are excited by this expansion and the new jobs it will create,” said Dr. Ralf Speth, CEO of Jaguar, in a brand statement.

“The Engine Manufacturing Centre is a strategically significant facility for Jaguar Land Rover,” he said. “The decision to expand our operations at the site provides a clear signal of our commitment to meeting customer demand for cleaner and more efficient engines, whilst developing the skills and capability that Britain needs if it is to remain globally competitive.”

In addition to its Britain-based plants, Jaguar has looked to get a leg up on the competition through added manufacturing capabilities.

Britain’s Jaguar Land Rover is expanding its manufacturing potential through a new partnership with automotive operating company Magna Steyr.

The partnership entails the construction of factories in Graz, Austria, to help the brand surpass its current volume capacity. As luxury automakers pursue broader consumer bases, manufacturing partnerships in different areas of the world will become all but necessary ([see story](#)).

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