

COMMERCE

## Jaguar Land Rover confirms plans for Slovakian plant

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*Jaguar Land Rover will build a factory in Slovakia*

By STAFF REPORTS

Britain's Jaguar Land Rover is becoming the first British automaker to build a manufacturing facility in Slovakia.

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The automaker officially announced its plans for a \$1.5 billion plant in Nitra, which will primarily be focused on producing lightweight aluminum vehicles. This is the latest in a series of investments by Jaguar Land Rover to increase its production capabilities and expand its business globally.

### International footprint

After weighing other locations, including the United States, Mexico and European nations, Slovakia was chosen in part due to its proximity to about 300 suppliers. The country's established premium automotive sector makes up 43 percent of its industry.

The new plant is expected to eventually employ about 2,800 workers. At its start, the factory will have a production capacity of 150,000 cars.

Jaguar Land Rover anticipates that the first vehicles will come off the production line in late 2018.



*Jaguar Land Rover aluminum auto bodys in production*

This new factory joins other locations in the United Kingdom, China, India and Brazil. Having production facilities around the globe helps to cushion the brand against economic fluctuations and supports the automaker's model line up expansion.

Even with this global outlook, Jaguar Land Rover has no plans to abandon its home country.

"The heart of our company will always be in the UK, where our design, technology and manufacturing capabilities are based," said Dr. Ralf Speth, CEO of Jaguar Land Rover, in a statement. "It is our creativity and innovation which makes Jaguar Land Rover the leading boutique automotive brand, offering exceptional products for our customers."

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

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 ([see story](#)).

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