

## Jaguar Land Rover's annual output increases by 70pc since 2009

January 22, 2016



*Jaguar XE*

By STAFF REPORTS

British automaker Jaguar Land Rover has announced that it produced 1.5 million vehicles in 2015, making it the largest automotive manufacturer in the United Kingdom.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

On Jan. 21, Jaguar Land Rover shared that each of its three UK manufacturing plants broke the 500,000 production milestone in 2015, and with that the workforce has more than doubled to 35,000 workers in five year's time. The automaker's growth has been driven by its investment in new products and the opening of UK manufacturing plants to meet global consumer demand.

### Heart of the manufacturing

In comparison to the 1.5 million vehicles manufactured for 2015, Jaguar Land Rover had an annual production total of 158,000 units in 2009. Since then, the automaker has become the fastest growing UK auto brand, with annual output increasing by nearly 70 percent.

Under the ownership of Tata, which has invested more than 11 billion, or \$15.7 billion, for R&D, Jaguar and Land Rover introduced 11 new and refreshed models to market last year. These included the Jaguar XE and XF and Land Rover's Discovery Sport.

Jaguar Land Rover has also shown its commitment to the UK workforce. Recently, the automaker opened three British vehicle manufacturing plants in Solihull, Birmingham and Liverpool to increase capacity, capability and quality ([see story](#)).



### *Jaguar Land Rover employees*

The automaker has also invested in a state-of-the-art Engine Manufacturing Center to build high-tech, low-emission Ingenium engines. Between the three plants and engine center, Jaguar Land Rover has created more than 10,000 manufacturing jobs over the last five years.

"Britain is the beating heart of our business, so becoming the country's largest vehicle manufacturer is a remarkable achievement, demonstrating our steadfast commitment to the UK manufacturing sector," said Wolfgang Stadler, executive director of manufacturing of Jaguar Land Rover, in a statement.

"2015 was a challenging year for the industry against a backdrop of socio economic instability, but it is a testament to our strong product range and dedicated team of employees that Jaguar Land Rover has delivered year on year growth, with more exciting products to come."

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.