

ADVERTISING

Jaguar casts Stephen Hawking as latest British villain

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Jaguar F-Pace

By STAFF REPORTS

British automaker Jaguar is demonstrating that its new F-Pace fits into its villainous persona with the help of an unlikely celebrity.

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Physicist Stephen Hawking appears in the launch commercial for the model, leaving his typical role of professor for one of a villain. Rather than launching on Jaguar's channels, the commercial was first broadcast to Mr. Hawking's 3 million fans on his Facebook page, creating a buzz for both his acting and the vehicle.

Ulterior motives

At the start of the one-minute video, a man in a suit is shown driving through a scenic setting in a blue F-Pace. As he speeds along the highway, he talks about how some people get away with everything and then apologizes, indicating that he is one of those individuals.

He then describes the fact that these people live an elevated life with their head in the clouds and their feet on the ground. He eventually pulls up to a modern structure, outside of a which a woman waits.

The driver hands off a smart bracelet to the woman and then enters the building. He eventually reaches Mr. Hawking, who chides him for being late.

The protagonist explains how time is actually relative, to which the scientist retorts, "Don't be a smart aleck."

Next the pair enters a room, and they are surrounded by footage of the F-Pace's feats, including its Guinness World Record setting 360-degree loop. Mr. Hawking talks about defying gravity.

In his Facebook post, Mr. Hawking thanks the automaker for making his dreams come true, allowing him to play a villain.

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You all know me as Professor Stephen Hawking, the physicist wrestling with the great concepts of time and space. But...

Posted by [Stephen Hawking](#) on [Monday, March 7, 2016](#)

Jaguar's F-Pace is a performance crossover SUV, which is based on the C-X17 concept car shown at the 2013 Frankfurt Motor Show ([see story](#)).

The automaker limited the first edition run of F-Pace vehicles to 2,000 vehicles, making the likelihood of selling out high. Consumers could order the car from last September, but the cars will only begin to be delivered this spring and summer.

Since the 2016 F-Pace is apt to have an overwhelming demand compared to supply, Jaguar's marketing initiative is likely aimed at overall branding and creating intrigue for the next model year.

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