

COMMERCE

## Jaguar Land Rover stokes its past in Heritage division's rebranding

March 17, 2016



*Land Rover Classic models*

By STAFF REPORTS

British automaker Jaguar Land Rover has announced the rebranding of its Heritage business to better reflect the brand's capabilities and expertise.

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Jaguar Land Rover Heritage will be renamed to Jaguar Land Rover Classic with the division maintaining its dealings to provide cars, services, parts and experiences to the owners of classic models designed by the automaker. As the division has increased its business globally, Jaguar Land Rover has emphasized celebrating and nurturing its classic cars.

### Keeping the past present

Under its rebranding, Jaguar Land Rover Classic will be able to accommodate full restorations of classic vehicles at its sites in the United Kingdom. In addition to restorations, the Classic division will provide repair and maintenance services for owners.

Jaguar Classic will operate out of the Browns Lane facility, a historic site where the six continuation Lightweight E-types were built. Another site, the classic workshop at Solihull, will be responsible for the restoration of Land Rovers.

In addition, consumers can turn to Jaguar Land Rover Class Parts for genuine parts for models that have been out of production for more than a decade. The catalogue has more than 30,000 parts, available for purchase through Jaguar Land Rover's global retail network.



### *Jaguar Classic models*

Additionally, the Jaguar Land Rover Classic division will offer experiences for a selection of its most iconic models with Classic Drives. This aspect is complemented by the Jaguar Classic Challenge, a racing series for pre-1966 Jaguar models now in its second season.

"Renaming the rapidly growing global business to Jaguar Land Rover Classic best reflects the division's overall capabilities in providing the best cars, services, parts and experiences for our customers," said Tim Hannig, director of Jaguar Land Rover Classic, in a brand statement. "We aim to build an even more successful future by celebrating and nurturing Jaguar and Land Rover's past."

The Jaguar Land Rover Classic division is also responsible for keeping the legacy of Land Rover's Defender model alive.

After 68 years, the Defender, formerly known as the Series Land Rover, has ceased production, marked by a celebratory event. However, a "Defender Journeys" online hub and a new Heritage Restoration Program will ensure that the iconic vehicle remains firmly embedded within the brand's narrative ([see story](#)).

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