

MOBILE

Jaguar Land Rover focuses on tech with new Android Wear app

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JLR Android wear homescreen image

By FORREST CARDAMENIS

British automaker Jaguar Land Rover is showing its customers what great service means with its new wearable technology offerings.

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At the Wearable Technology Show 2016, which took place in London March 15-16, the automaker revealed its new Android Wear watch application, giving consumers an unprecedented level of control over their vehicles from afar. Wearable technology is still a fledgling sector, but helping to blaze a trail could give Jaguar Land Rover credibility with a tech-savvy crowd.

"Wearables reflect a natural desire of 'first adopter' consumers to extend the advantages of their digital life," said Leon Hurst, head of connected and digital car marketing at **Jaguar Land Rover**. "By expanding our wearable technology offering we are making more convenient than ever before to access your vehicle as well as making the car even more integrated with our increasingly-connected lives."

Flick of the wrist

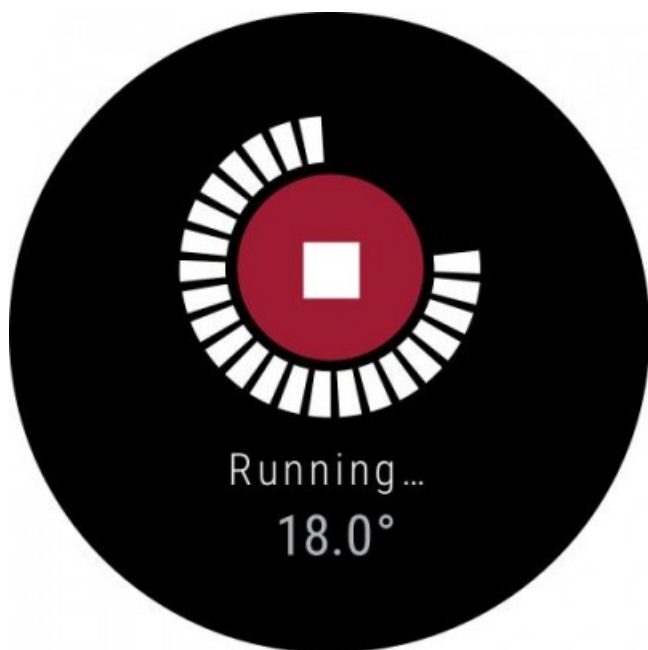
The app was demonstrated at Jaguar Land Rover's stand at the Wearable Technology Show 2016 on the brand's latest F-Pace model. The new Android Wear app will be compatible with all future Jaguar and Land Rover models, as well as current and older models that are fitted with InControl Remote or InControl Protect.



Jaguar F-Pace

Drivers are now able to lock or unlock the door from their watches. A friend or family member can enter the car when the owner is not nearby, or can leave the key securely in the vehicle if going swimming, hiking or participating in any other activity in which the key could be lost.

Users will also be able to control the temperature of the car from afar, meaning they never have to climb into a freezing vehicle in the middle of winter or a blazing one in the summer, check fuel levels and even the car location, a handy trait for the forgetful parkers of the world.



JLR Android Wear climate image

While pockets of the public have expressed skepticism about the smartwatches, manufacturers maintain they are selling well and, as with smartphones, they may begin as a relatively niche object before penetrating the mainstream over several years. Being an early adapter will allow Jaguar Land Rover to test and modify compatibility and features and maintain an edge on the competition.

Even if wearables remain a niche object among the most technologically savvy of consumers, however, that market segment is an influential one, and by positioning itself for the audience early, Jaguar Land Rover can generate loyalty.

Mobile automotive

British automaker Jaguar is betting on a different market sector to take off with its 2017 XE.

Apple Watch connectivity is chief among the new vehicle's innovations. While the future of wearables is still uncertain, the compatibility positions Jaguar as a technological savvy brand determined to appeal to the desires of its consumers on an individual basis ([see story](#)).

The convenience offered by mobile devices is something that consumers now expect in all aspects of their lives. Automakers must find creative ways to integrate mobile technology into the driving experience in a natural and helpful way.

For example, German automaker Mercedes-Benz is taking another step toward autonomous driving with the launch of connected features for its latest E-Class model.

The vehicle, which will be available next spring, includes an Intelligent Drive system that enables the driver to ease off the controls on long stretches of road and a Remote Parking Pilot, which lets the owner park their car while standing outside of the vehicle using their cell phone. Rolling out semi-autonomous driving in a consumer model may help convince consumers of the benefits of the now-experimental full-fledged self-driven cars ([see story](#)).

"We want to create experiences our customers love for life," Mr. Hurst said. "Many of our customers have active and connected lifestyles. The car is a prominent role in the Internet of Things and through our Connected Car technologies, we are already bringing the power of the internet into our vehicles enhancing the driving experience."

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