

COMMERCE

Jaguar Land Rover launches tech business to counter disruption

April 12, 2016



Jaguar F-Pace

By FORREST CARDAMENIS

British automaker Jaguar Land Rover is preparing itself for the future with a newly created business focused on technology-imposed disruptions to the automotive sector.

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

InMotion, an independent technology business, will focus on overcoming modern transport problems with applications and on-demand services. The business will help Jaguar Land Rover service a young consumer group that is looking for different services than older generations.

"With the development of new apps and on-demand services, InMotion provides us with an opportunity to provide engaging and invaluable experiences to both new and existing customers globally," said Adrian Hallmark, group strategy director of Jaguar Land Rover. "As a start-up business, InMotion combines the flexibility and pace needed to compete in the ever-changing mobility sector. It allows us to react quickly to new tech and ever-changing customer demands."

Fighting disruption

Due to urbanization and start-ups such as Uber, today's 18-34 year old demographic is less reliant on automobiles than previous generations were at the same age. However, as these consumers see their incomes increase, they will also likely see their desire or need for a car take hold.

As a result, reaching these consumers and providing them with the services they need now is a way of fostering brand loyalty in advance.



Range Rover

Accordingly, Jaguar Land Rover's InMotion will conduct in-depth research with consumers in North America, Europe and Asia to learn about travel and transport issues and trends. These will include vehicle sharing and ownership solutions, which will skew young in their appeal, but will also tackle other issues that may affect Generation X and baby boomers.

After the research is conducted, InMotion will design a set of closed real-world experiments. Multiple possible solutions will be tested to ensure the most effective is employed.

After that, a business model and technology platform will be developed and then be beta-tested by the public.

InMotion will focus on the emerging mobility sector. Although it is a wholly owned subsidiary of Jaguar Land Rover, its independent operations will give it the independence and agility that it needs to test and develop solutions quickly. Given the fast rate of change that defines the digital age, this structure will ensure that InMotion stays relevant in its testing and solutions.



Jaguar F-Type Coupe

InMotion has launched a Web site, where interested parties may sign up to participate in upcoming experiments and beta trials.

Jaguar Land Rover has made being a frontrunner in the tech field a defining part of its identity, from wearable connectivity ([see story](#)) to autonomous driving development ([see story](#)), so an independent tech business devoted to addressing transport issues, many a result of tech-related disruptions, is a natural next step for the automaker.

Ride-share craze

The success of Uber and changing consumer mindset has driven numerous automakers into the mobility space.

For example, German automaker BMW is partnering with mobile application Moovit to bring its ride-sharing service to a larger audience.

The DriveNow app launched in London in late December 2014 but has since expanded to Stockholm and Copenhagen, Denmark, as well as a number of cities in Germany, BMW's home country. Partnering with another app will expand BMW's reach and emphasize its environmental awareness to like-minded consumers ([see story](#)).

Also, German automaker Audi is expanding its boundaries with a new mobility service.

"Audi At Home" allows residents of LUMINA condominiums in San Francisco and Four Seasons Residences in Miami to reserve and drive a vehicle from Audi's line at her convenience. The initiative shows that Audi is a mobility service brand in addition to an automaker ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.