

EVENTS/CAUSES

Jaguar Land Rover stays true to red, white and blue with hiring initiative

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Recently hired veteran technicians, Randy Werner (L) and Joshua Grinie (R), begin their training at Jaguar Land Rover

By FORREST CARDAMENIS

British automaker Jaguar Land Rover is reaffirming its commitment to helping veterans with a new hiring program.

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Jaguar Land Rover North America is instituting a policy to hire veterans across its retail network by 2019 and will host the Invictus Games, a sporting event for service members. Beyond promoting products, automakers must demonstrate their morals and values in order to win over consumers, who are swamped with options.

"We strongly believe that there is a close alignment between our company's values and the passionate, unstoppable, determination of armed forces veterans," said Joe Eberhardt, President & CEO, **Jaguar Land Rover, North America**. "Our goal, in partnership with the Invictus Organization, is to continue to inspire and encourage injured and wounded military personnel."

Veteran networking

Jaguar Land Rover UK has already instituted efforts to facilitate the employment of veterans, as well as current and transitioning service members, across its network. Keeping with the cause, the initiative will expand to the U.S., with facilitation to take place by 2019.

Management consulting and IT company Calibre Systems will collaborate in the management of the U.S. retail network employment plan. The goal is to have employ 180 veterans across North America this year, a goal of almost one per each of the company's 217 retail facilities in the United States.



Land Rover Discovery Sport

"Those who have served in our nation's military are rightfully admired for their skills, discipline, character and drive and would have much to offer any hiring retailers," said Joe Eberhardt, president and CEO, Jaguar Land Rover North America, in a statement. "This program will help bring skilled potential employees with military service background together with our growing U.S. retail network."

Alongside the commitment to hiring, Jaguar Land Rover is also returning as a presenting partner of the Invictus Games May 8-12. The Invictus Games are a sporting competition for ill or injured service members.

Land Rover BAR sailing hosted members of the UK Team that will be competing. The two teams shared techniques and discussed strategy and preparation for the upcoming games.



Land Rover BAR and UK Invictus Games teams

The meeting has been captured in a brief video. The two teams are shown exchanging greetings, stretching and exercising, intercut with interviews of Land Rover BAR and the Invictus UK team members, who discuss what the games mean to them.

"Invictus Games has given me an opportunity to train and develop as an athlete but also meet and learn from some really inspiring people," says Zoe Williams, swimmer for Invictus Games Orlando 2016 UK Team. "Rehabilitation is very personal but I think all of the UK Team members preparing for the Games are benefitting from that sense of focus and purpose."

"To have the support of world class athletes like Sir Ben Ainslie and the Land Rover BAR team is fantastic and we are all even more motivated to succeed in Orlando after today. We wish the team the best of luck in New York," she continues, referring to Land Rover BAR's upcoming America's Cup race.

"Land Rover BAR and Invictus Games UK Teams join forces"

As consumers become more attentive to a brand's ethical stances, demonstrating the same concerns across different countries will help convey seriousness and genuineness about a subject.

Ongoing support

Jaguar Land Rover has already been recognized this year for its commitment to veterans.

The automaker's work with the armed forces has not gone unnoticed, as the brand received the gold award from Defense Secretary Michael Fallon on Jan. 14.

Jaguar Land Rover's recognition was in honor of its continued upholding of commitments it made when it signed the Armed Forces Covenant, whether through employment opportunities for veterans or giving reservists time off to train. While Jaguar Land Rover may have begun its efforts around Britain's military to fulfill a sense of duty to its country, its work has given the brand recognition at a national level ([see story](#)).

Its continued support of veterans and the armed forces makes apparent the significance of the issue to the brand.

Jaguar Land Rover's CSR extends beyond veterans, as the company regularly engages in philanthropic or considered initiatives.

The business is also concocting a CSR initiative to conserve the environment with the help of British royalty.

His Royal Highness The Prince of Wales recently met with Cumbrian farmers and renewed a partnership with Land Rover to create a bursary to kick-start fledgling countryside careers. The Prince's Countryside Fund Land Rover Bursary Scheme highlights Land Rover's values at the intersection of global good in environmental conservation and national pride and wellbeing ([see story](#)).

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