

COMMERCE

## Jaguar prevents 500K tons of emissions via aluminum recycling

May 11, 2016



*Jaguar XE*

By STAFF REPORTS

British automaker Jaguar has reclaimed more than 50,000 tons of aluminum scrap during the first year of XE model production.

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As part of Jaguar's REALCAR initiative, an aluminum recycling project, the reclaimed scraps weigh the same as 200,000 XE body shells and prevented more than 500,000 tons of CO2 from entering the atmosphere by not using new materials. Consumer' open interest in understanding the manufacturing process has given rise to transparency efforts put forth by brands from all sectors of luxury.

Upcycled

Jaguar's milestone was reached within the first year of production of the XE and involved 11 United Kingdom shops. The shops responsible for building new Jaguars used a closed-loop system to segregate aluminum scraps that otherwise would have been tossed out.

The scraps were then sent back into production to be melted down into recycled aluminum sheets to be used for Jaguar Land Rover vehicles. Repurposing aluminum scraps requires up to 95 percent less energy than newly produced materials.



*Jaguar XE body*

Jaguar's REALCAR effort, partially funded by Innovate UK, resulted in the development of a recycled aluminum-based alloy that can incorporate a higher percentage of leftover scraps. The XE model became the world's first car

to use the innovative alloy, developed in partnership with Novelis.

"Innovation is at the heart of everything we do at Jaguar Land Rover," said Nick Rogers, group engineering director at Jaguar Land Rover, in statement. "We are driven by the desire to produce increasingly world-class, lightweight, vehicles, but we also want to be world leading in how we build them.

"Innovative projects such as REALCAR demonstrate our commitment to meeting our sustainability challenges head-on," he said. "Its success so far marks a significant step towards our goal of having up to 75 percent recycled aluminum content in our vehicle body structures by 2020."

[video width="420" height="236" mp4="https://www.luxurydaily.com/wp-content/uploads/2016/05/JLR\_REALCAR\_FILM.mp4"] [/video]

Jaguar's sustainability efforts extend to other aspects of its vehicle's construction. The automaker is looking to create an energy efficient heating and ventilation solutions for its vehicles to offset the environmental impact of driving.

Presenting at the 2015 CENEX Low Carbon Vehicle event, the automaker also spotlighted some of its zero or low emission solutions, including its battery electric vehicle, plug-in hybrid and mild hybrid technologies. Taking a proactive approach to reducing its environmental impact may win Land Rover fans within the ecologically-minded community ([see story](#)).

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