

AUTOMOTIVE

## Jaguar turns to lifestyle, obtainable pricing for newest models

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*2017 Jaguar XE and F-Pace models*

By FORREST CARDAMENIS

British automaker Jaguar is unleashing the cats to promote its latest vehicles.

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The Jaguar XE and F-Pace, the brand's first-ever compact SUV, have now arrived at dealerships across North America, and May 23-31 will feature events to welcome the vehicles and consumers alike. The events are oriented toward younger consumers, in line with the vehicles' more accessible pricing, and help promote a more experiential side of the brand.

"Jaguar is targeting a younger buyer and wider audience - including millennials," said Leah Watkins-Hall, national corporate and brand communications manager at Jaguar Land Rover North America. "XE and F-PACE are the focus of this marketing effort.

"With targeting a younger audience everything is more focused on a more experiential/lifestyle approach via social media, social sharing, and unique live experiences."

Unleash the cats

Among the events that took place to promote the new models, a San Antonio, TX dealership sent aerialists and body-painted cats into the crowd. In Sacramento, CA the automotive brand hosted an evening party at Mather Aviation, with the San Francisco-based DJ Louie unveiling new music at the party.



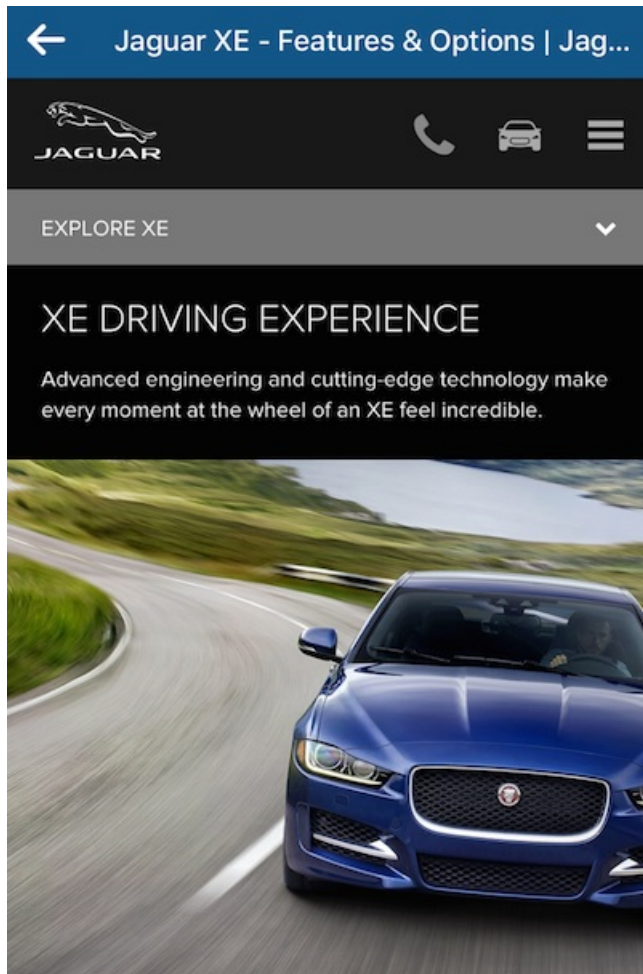
### *Jaguar F-Pace on ice*

Additionally, the Devon Horse Show in Pennsylvania will feature a five-car Jaguar display, carnival rides and a raffle to win an F-Pace. Proceeds will benefit the Bryn Mawr Hospital.

Other dealerships feature interactive bars and regionally attuned live music, as well as social media contests where winners will get to test out the new models for an entire weekend.

Allowing the consumer to test the vehicle for a weekend could sell them on the vehicle's comfort and performance, while the more experiential and lifestyle-oriented components of the initiative appeal particularly to millennial consumers, who are more sensitive to the values and attitudes of brands.

Accordingly, the prices on the new XE and F-Pace are accessible to the younger demographic, with MSRPs from \$34,900 and \$40,990, respectively. For comparison, the F-Type is available from \$61,400, and the XJ model begins at \$74,400.



The XE is engineering and technology working  
together to give you an unforgettable driving

### *Jaguar XE ad*

The events will also advertise its Jaguar EliteCare package, which will come with all 2017 Jaguar Models sold in the U.S. The package will initiate these new consumers to the brand's service, offering complimentary scheduled maintenance, roadside assistance and Jaguar InControl Remote & Protect for five years or 60,000 miles.

### *Youth revolution*

Recognizing young consumers' sensitivity toward issues that extend beyond product quality, Jaguar has made an effort to appeal to more socially conscious sensibilities and cultivate a more sustainable lifestyle.

Earlier this month, the brand announced that it has reclaimed more than 50,000 tons of aluminum scrap during the first year of XE model production.

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. Consumers' open interest in understanding the manufacturing process has given rise to transparency efforts put forth by brands from all sectors of luxury ([see story](#)).

Other automakers have taken notice of declining car sales among younger consumers and have sought to reach them through newer models.

For example, German automaker BMW recently extended its commitment to mobility with the new ReachNow brand.

ReachNow, launched in Seattle on April 12, is the American counterpart to the growing European "DriveNow" brand, offering on-demand mobility to metropolitan dwellers. Supplementing its traditional model with a move into the mobility sector will help BMW remain a major player in the automotive industry among a larger group of consumers ([see story](#)).

For Jaguar, the millennial market is targeted through pricing rather than new models.

"More competitive pricing of these vehicles allows them to be more obtainable and reach a wider audience," Ms. Watkins-Hall said.

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