

AUTOMOTIVE

Jaguar Land Rover responds to Brazilian interest with new factory

June 14, 2016



Jaguar Land Rover factory in Brazil

By STAFF REPORTS

Automaker Jaguar Land Rover has opened its first wholly owned manufacturing facility outside of the United Kingdom.

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The new \$339 million plant and Education Business Partnership Centre in Rio de Janeiro will be focused on producing Land Rover Discovery Sport and Range Rover Evoque models, Jaguar Land Rover's most popular vehicles in Brazil. A milestone beyond the company, this facility represents the first time a British automaker has established a plant in Latin America.

Brazil bound

Jaguar Land Rover has been expanding its manufacturing facilities globally, a move that both helps it deliver new models and guards it against currency instability.

This new 646,000-square foot facility in Itatiaia, Brazil, will also help the brand be more competitive.



Jaguar Land Rover's factory in Brazil

Jaguar Land Rover has been in Brazil for 25 years, and today has 35 dealers across the country. Brazil is an appealing market for a plant, as the automaker's Brazilian sales grew 11 percent in the first five months of 2016.

Land Rovers represent one third of all premium sport utility vehicles sold in the country, and together, the Land Rover Discover Sport and the Range Rover Evoque account for 70 percent of the automaker's sales in Brazil.

Vehicles produced by the Brazilian facility's 400 employees will be available for sale beginning this month.



The Range Rover Evoque

"The opening of Jaguar Land Rover's new world-class facility in Brazil marks the latest exciting milestone in our global expansion," said Wolfgang Stadler, executive director of manufacturing for Jaguar Land Rover, in a brand statement.

"Land Rover is already Brazil's market-leader for mid-sized premium SUVs, accounting for more than 30 percent of all sales in that segment," he added. "The Range Rover Evoque and the Land Rover Discovery Sport will now be manufactured for the first time in Latin America, building on their existing popularity with customers in Brazil."

In addition to boosting its production capabilities, this new plant is reaching out to the community through education. Jaguar Land Rover's first Education Business Partnership Centre outside of the UK will be able to teach 12,000 children between the ages of 5 and 18 per year, nurturing their skills and getting them ready for the future by teaching them about the workplace.

"We are proud of the strong links that we have established with the communities close to our existing plants and the same is true here in Brazil," said Mr. Stadler. "Our Education Business Partnership Centre is just one step we are taking to deliver exciting educational programs to local children of all ages. Our ambition is to encourage them to consider a career in the automotive industry in the future."

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