

AUTOMOTIVE

Jaguar Land Rover brightens Brazilian school to fete factory opening

June 22, 2016



Jaguar Land Rover's mural at Casa de Cultura

By STAFF REPORTS

As it celebrates the opening of a new plant in Itatiaia, Brazil, British automaker Jaguar Land Rover is giving back to the local children with an artistic project.

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Under the leadership of Brazilian street artist Nove, 20 workers from the factory worked with parents and their school-aged children to create a large-scale mural exploring the power of music. As Jaguar Land Rover enters Latin America for the first time, undertaking this initiative will help endear and connect the brand with its neighbors.

Community outreach

Jaguar Land Rover's Brazilian plant is its first wholly owned manufacturing facility outside of the United Kingdom.

The new \$339 million factory 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.

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 ([see story](#)).

"We are proud of the strong links we established with the communities close to our plants around the globe and the same is true here in Brazil," said Wolfgang Stadler, executive director, manufacturing at Jaguar Land Rover, in a brand statement.

"Our Education Business Partnership Centre is just one step we are taking to deliver exciting educational programmes to local children of all ages," he said. "Our ambition is to encourage them to consider a career in the automotive industry in the future."

Now, to commemorate this milestone and its educational outreach, Jaguar Land Rover is turning to art.



Jaguar Land Rover got local children involved

The automaker's 1,700-square-foot mural is painted on the walls of the school Casa de Cultura. Continuing Jaguar Land Rover's musical efforts in the town, which saw it donate instruments to the center earlier this year, the mural is based on the theme "Music is the Winner."

"The art piece has brought to life an otherwise dull and dreary corner of the school grounds," said Mrcio Rodrigues Barretto, culture officer at Casa De Cultura. "The fact that it was created by the children themselves, along with workers from the new car plant and their families, makes it even more special."

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