

AUTOMOTIVE

Jaguar enhances heritage, lifestyle attraction with SVO investment

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SVO Technical Suite

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Automaker Jaguar Land Rover is making growth personal with an expansion and relocation of its Special Vehicle Operations and Classic divisions.

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The automaker has opened a Technical Centre worth nearly \$26 million for Special Vehicle Operations (SVO), is relocating SVO's subsidiary Jaguar Land Rover Classic headquarters and has announced corresponding growth plans. As luxury's turn toward the bespoke permeates across sectors, Jaguar Land Rover is preparing for revenue increases in its corresponding business.

"The new Special Vehicle Operations Technical Centre is a major step forward in meeting the desires of our most discerning customers," said John Edwards, managing director of Jaguar Land Rover Special Operations. "There are more than 200 skilled employees here that are committed to outstanding quality and craftsmanship in everything they do.

New frontiers

The 215,000-square-foot Technical Centre, located in Coventry, UK, will serve as SVO headquarters and includes manufacturing and paint facilities, a technical suite and a VIP commissioning and viewing suite.

In the commissioning suite, customers will be able to create and customize a Jaguar or Land Rover vehicle on the spot with aid from a design team member. While bespoke vehicles are not uncommon among the ultra-high-end, such a feat is less common in brands with higher volume.



SVO technical suite

As a result, Jaguar Land Rover might take on new appeal from high-end luxury buyers and also maintain and generate loyalty among those looking for a more personalized vehicle.

"Our brand new facility delivers industry leading quality, precision and choice," said Greg Clark, director of vehicle personalization, in a statement. "We will encourage customers to participate in the design of their own vehicles, to give a real sense of emotional connection to something that they have created; something unique.

"Our aim is to progressively grow our portfolio to cater to, and exceed, the desires of our most discerning customers," he said.



SVO manufacturing facility

Furthering their commitment to elevated surface, Michelin-starred chef Graham Edwards will also be on hand to offer clients personalized dishes made from regional agreements. As customers come to see luxury as an encompassing lifestyle rather than a selection of notable brand names, these touches create a more specific and branded experience.

To fill the new Technical Centre, SVO will hire 250 new employees, increasing its total nearly 25 percent. The growth, just two years after creation, is testament to the new division's success, embodied in the F-Type Project 7 and SVR and the Range Rover Sport SVR and SVAutobigraphy.

Joining that line via Jaguar Land Rover Classic are the revived Jaguar XKSS, a road-going version of the Le Mans winning D-type originally lost in a fire ([see story](#)) and the E-type. The E-type, like the XKSS, are updated versions of numbered commissioned vehicles that did not make it off the assembly line in 1963 and 1964.



Jaguar Land Rover Classic XKSS

Classic will continue to sell and restore vintage Jaguar and Land Rover vehicles and allow consumers an opportunity to drive them through its Classic Drives program. A new headquarters is planned for opening early next year, near the SVO Technical Centre.

"The development of a new home for Jaguar Land Rover Classic in Coventry is hugely significant for owners and enthusiasts of classic Jaguar and Land Rover vehicles," said Tim Hannig, director, Jaguar Land Rover Classic.

"In this fantastic new facility we will offer the opportunity for owners and prospective customers to meet with us, review and select the cars or services that meet their personal requirements and then establish a close relationship with Jaguar Land Rover Classic throughout the purchase process and beyond."

Lifestyle integration

Recent weeks have seen Jaguar Land Rover ambitiously expanding and integrating itself into lifestyle.

For example, 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.

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 ([see story](#)).

Other automakers are taking even bigger steps to diversify and see the brand name represent more than a nice car.

June saw U.S. electric automaker Tesla Motors take steps to transition from an automotive brand to a more expansive sustainable energy brand.

The brand has made an offer to acquire SolarCity, an energy provider that designs, finances and installs solar power systems. The vertical integration of clean energy runs contra to the strategy of other automotive brands and signals a different kind of market outlook for Tesla ([see story](#)).



SVO Paint Facility

"Today we employ just over 1,000 designers, engineers and technicians across four divisions in Special Operations," Mr. Edwards said. "The team is energetic, enthusiastic and entrepreneurial. They are the principal reason that we have made a strong start in business since 2014.

"Now we have new facilities, technologies, products and services in place to exceed the demands of our most discerning customers all over the world," he said. "I look forward to strengthening our team and delivering on this fantastic opportunity."

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