

AUTOMOTIVE

Jaguar reacts to consumer needs with multichannel car shopping

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Rendering of Rockar Jaguar Land Rover Stratford London

By STAFF REPORTS

British automaker Jaguar Land Rover is bringing vehicle buying into the digital space through a partnership with Rockar.

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The brand will establish an online retail Web site and corresponding showroom in the Westfield Stratford mall this fall, becoming the first premium automaker to allow individuals to purchase a car entirely online. A reflection of changing consumer needs, this move enables potential owners to explore in-person and then complete the purchase transaction at a time and place convenient for them.

Cross-channel car buying

Jaguar Land Rover's storefront will be staffed by non-selling experts, which the brand has dubbed "Angels." Without the pressure of a commission, these consumer-facing employees will help guide them through different color and interior options for the six models displayed.

Angels are also there to offer advice and assist with using the in-store Rockar touchpoints.

Establishing pricing transparency, figures for part exchanges and finance are clearly labeled on the cars at the store. Purchases can be completed via the Web site at Rockar Jaguar Land Rover Stratford London or at home.

With the no-pressure Angels, Rockar has found in its work with other brand partners that 60 percent of consumers leave the store and complete their purchase online.



Jaguar Land Rover vehicles

Visiting the store is completely optional, as the entire browsing and buying process can be completed from the Web site. Via the online portal, consumers can book a test drive, arrange financing and organize a trade-in agreement for their existing vehicle.

The Jaguar Land Rover store will open on Oct. 4, with an accompanying service center in nearby Bromley-by-Bow opening on Sept. 5. The Web site will be accessible from Sept. 7.

"Customer needs are changing as our lifestyles and the technology available to us evolves," said Sarah Nelmes, network development manager, Jaguar Land Rover U.K. "We want to make sure that every customer journey is a truly enjoyable and premium experience representative of our two great British brands.

"Jaguar and Land Rover customers can now choose from a suite of buying and servicing options that can be tailored to their individual preferences and requirements so that they can start to enjoy the whole ownership experience from the very first moment."

Jaguar Land Rover is currently investing 1 billion pounds, or about \$1.3 billion, into its existing store network in the United Kingdom.

"It's an exciting time for Jaguar Land Rover, we have a range of new models aimed at new customer groups and as such we are looking at how we can best serve our expanding customer base," said Jeremy Hicks, managing director, Jaguar Land Rover UK. "Our retailers are investing 1 billion (\$1.3 billion) in the UK network, and our partnership with Rockar represents some of the incremental new, innovative solutions that we are introducing to engage and serve our customers."

Automakers are experimenting with new forms of retail, taking some cues from other sectors. U.S. automaker Tesla is innovating the traditional dealership format through a retail placement at a Nordstrom store in Los Angeles.

The first of its kind Tesla Gallery at Nordstrom The Grove will showcase the brand's Model X SUV in a 400-square-meter boutique within the store's menswear department. With its debut timed for Father's Day weekend, the space is designed as a venue for low-pressure exploration of Telsa rather than a direct point-of-sale ([see story](#)).

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