

AUTOMOTIVE

## Jaguar taps Gorillaz guitarist as Formula E ambassador

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*Noodle for Jaguar Formula E racing*

By STAFF REPORTS

British automaker Jaguar is aiming to shrink the skills gap facing manufacturing with help from a virtual ambassador.

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Jaguar, a lead investor in automotive R&D and manufacturing, has teamed with Noodle, the fictional Japanese guitarist and founding member of the Gorillaz, a virtual band from Britain. The automaker has developed a number of vocational programs as part of its pledge to safeguard manufacturing skills for the future ([see story](#)).

The future is comin' on

In her role as a global Jaguar ambassador, Noodle will help the automaker drive awareness for opportunities within the automotive manufacturing sector, especially as electric vehicles become more popular among drivers.

Activation points will be tied in with the Panasonic Jaguar racing team within the Formula E race circuit. Formula E racing is dedicated to demonstrating that electric vehicles have the power and stamina of traditional automobiles.

With 100 million records sold globally, Noodle's involvement will underline the importance electric vehicle technology has for the 21st century.



### *Noodle is Jaguar's latest ambassador*

"By 2022, we're facing a shortfall of 300,000 skilled engineers in the United Kingdom alone. It is our responsibility to change this future by inspiring young people," said Fiona Pargeter, global PR communications director at Jaguar Land Rover, in a statement.

"Yes, we want to be successful on track, but Formula E can be a once in a generation opportunity to inspire the future generations of engineers," she said. "A global platform to inspire and attract young children to a career in innovation and engineering – through Panasonic Jaguar Racing's partnership with Noodle we hope to inspire millions of young people to help invest in the future."

Jaguar announced Noodle's appointment through a social video that shows a Jaguar Formula E speeding around a track. When the course is completed, Noodle is discovered to be the driver, as she takes off her helmet and speaks to the pit crew.

### *Jaguar Racing / Noodle announced as global ambassador*

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