

AUTOMOTIVE

Jaguar sees invaluable opportunity in connected infotainment services

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Jaguar's 2017 I-Pace will include CloudCar technology

By STAFF REPORTS

British automaker Jaguar is increasing its stake in connected automobile programs with a \$15 million investment in a next-generation cloud services platform.

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Jaguar has invested in CloudCar to continue its goal of developing connected driver experiences within its models. Jaguar's first model to be integrated with CloudCar technology will be the upcoming Jaguar I-Pace, the automaker's first fully electric vehicle.

Cloud-connected cars

CloudCar is based in Palo Alto, CA and is a world leader in developing connected driver experiences. The firm offers machine-learning capabilities that are tied to various sensors within an automobile.

Integrating CloudCar's services improves voice-activated applications and personalizations, while maintaining an automaker's identity and retaining ownership

data.

“This represents an important step in developing connected car technology,” said Hanno Kirner, executive director of corporate strategy at Jaguar Land Rover, in a statement.

“CloudCar has been working with premium manufacturers on some of the most exciting opportunities and challenges in the fields of machine learning and infotainment.



Jaguar's 2017 I-Pace, a fully electric model

“This investment is integral to Jaguar Land Rover’s vehicle technology program: but the program also presents an invaluable opportunity for other automotive manufacturers to get involved,” Mr. Kirner continued.

“The eventual needs to integrate into the car hundreds of driver-focused global cloud services and content means this platform is an excellent example where cooperation between OEMs can improve outcomes for customers, as well as reducing costs.”

Jaguar’s I-Pace, the automaker’s first full electric model, will be the first vehicle equipped the next-generation CloudCar platform.

In November, Jaguar took a fittingly high-tech approach to give consumers a first look at its debut electric vehicle.

Before the I-Pace premiered at the Los Angeles Auto Show Nov. 16, Jaguar hosted a live, connected virtual reality experience in both London and Los Angeles. With only one physical concept car created, this initiative enabled Jaguar to share its reveal with a larger audience in multiple markets ([see story](#)).

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