

AUTOMOTIVE

## Jaguar future proofs with electric vehicle commitment

September 7, 2017



*Jaguar's 2017 I-Pace will include CloudCar technology. Image credit: Jaguar Land Rover*

By STAFF REPORTS

British automaker Jaguar Land Rover has announced that from 2020, all new models in its line-up will be electrified.

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The automaker made the announcement Sept. 7 during its inaugural Tech Fest, a series of debates and exhibitions about mobility's future. Jaguar is not alone in its electric vehicle pledge, as many automakers in the mass and luxury space have developed models that will lessen environmental impact.

It's electric

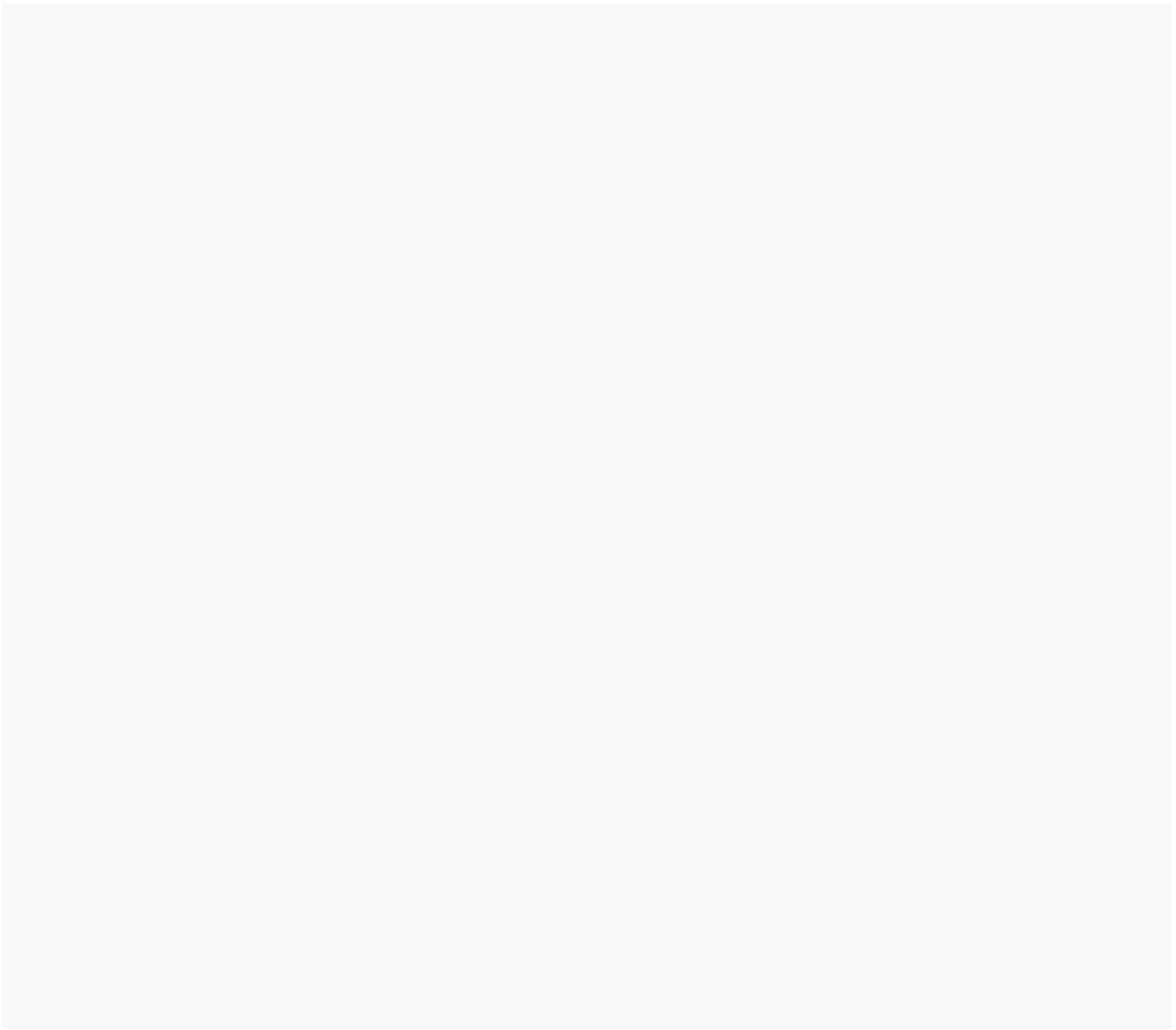
Discussions about the future of mobility often include how electric vehicles will change the automotive landscape.

During Tech Fest, Dr. Ralf Speth, CEO of Jaguar Land Rover, said: "Every new Jaguar Land Rover model line will be electrified from 2020, giving our customers even more choice.

"We will introduce a portfolio of electrified products across our model range, embracing full electric, plug-in hybrids and mild hybrid vehicles," he said. "Our first fully electric performance SUV, the Jaguar I-PACE, goes on sale next year."

With its announcement of increasing the availability of Jaguar-branded electric vehicles, the automaker also introduced new models, in addition to the I-PACE debut ([see story](#)).

The brand has designed the Jaguar E-type Zero, an electric version of the brand's iconic model once called "the most beautiful car in the world" by Enzo Ferrari.



The most beautiful car in the world, electrified. Introducing the #Etype Zero an original Series 1.5 Roadster fitted with a bespoke electric powertrain. #JLRTechFest #JaguarClassic #JaguarElectrifies #ElectricCars #ClassicCars

A post shared by Jaguar (@jaguar) on Sep 7, 2017 at 4:03am PDT

Jaguar's E-type Zero is based on the 1968 Series 1.5 Roadster and includes a cutting-edge electric powertrain. The model was engineered by Jaguar Classic at the automaker's Classic Works in Warwickshire, United Kingdom.

The auto brand also shared its vision for the car of 2040 and beyond, the Jaguar Future-Type. This car is a fully autonomous virtual concept and explores mobility in the connected world of tomorrow, where vehicles are not owned, but shared.

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