

AUTOMOTIVE

Electricity will be vital for auto industry's future

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BMW at-home charging station. Image credit BMW

By BRIELLE JAEKEL

Automaker Jaguar's announcement that all future models will have an electric option reveals the vital importance of sustainable energy in the auto industry.

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Jaguar Land Rover has announced that every one of its models starting in 2020 will be available to be electric-powered, following similar news from BMW and Volvo. As Volvo is a mass production brand, BMW a luxury and Jaguar a sport, the auto industry is no doubt headed for a future heavily integrated with sustainability.

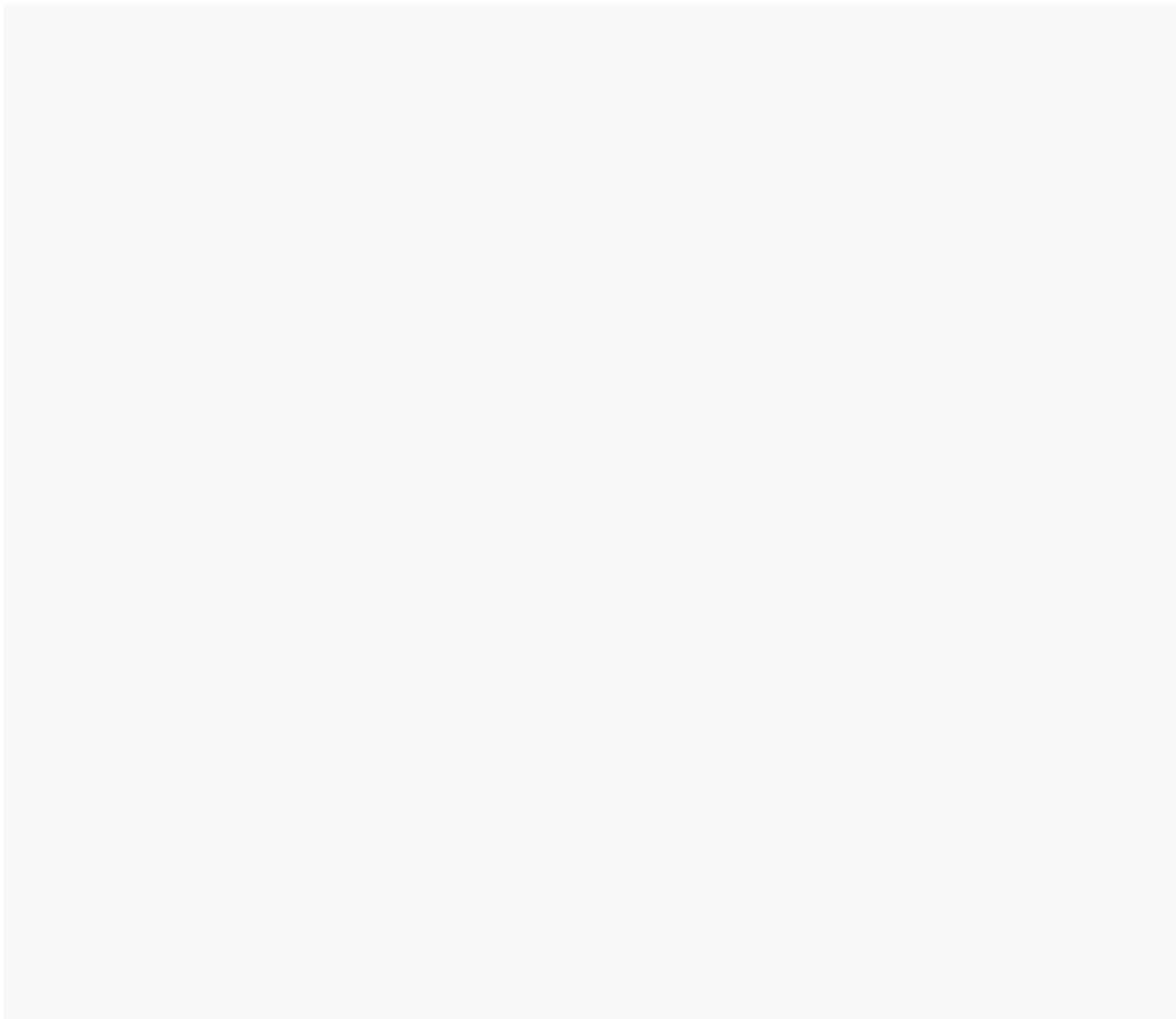
"The entire industry sees the coming paradigm shift to sustainable energy," said Bob Prosser, president and creative director at [Auto World Marketing](#), San Diego. "Case-in-point: Volvo announced this last July that it will be going all-electric by 2019 the first of the major automakers to do so."

Sustainability in auto

As consumers look more towards sustainability, it is vital for auto brands to take this into consideration since the auto industry is known as one of the biggest threats to the planet.

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

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 ([see more](#)).



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

German automaker BMW Group has sold more than 50,000 electric vehicles in 2017, exhibiting the importance of electric-powered automobiles in today's auto industry.

Electric vehicles have slowly become a significant portion of the automobile industry, forcing automakers to embrace the eco-friendly strategy. By 2030, India's serious pollution problem will be supported by an initiative from the country's energy department that will attempt to cease the selling of gas-powered vehicles, while BMW previously stated it will start to sell its X3 and 3 series in electric options ([see more](#)).

On top of that, during Tech Fest following Jaguar's announcement, BMW also revealed it will have all models electrified by 2020. The first electric Mini will be released in 2019 and BMW will see 12 all-electric models and 13 hybrid versions by 2025.

Gas-power importance

While these brands are making significant strides in auto sustainability, the major factor to note is that many are not relinquishing their gas-powered roots.

It is vital to cater to all consumer interests today, since there is a wide range. But a future that lies with only electric-powered vehicles is still far off.

"Now Jaguar Land Rover says it will be making similar offerings by 2020," Auto World Marketing's Mr. Prosser said. "However, as opposed to Volvo which does not have the same rich motorsports heritage as Jaguar, the British automaker will also offer hybrid versions.

"In other words, Jaguar is not entirely abandoning the internal-combustion engine, and I doubt they will not until there is no longer market demand for snarling, raucous sports cars like their F-Type, thank goodness."



Jaguar's F-Type Coup. Image credit: Jaguar

If the industry does take a shift to complete sustainability, with electric vehicles outnumbering gas powered, it will have a significant effect on more than just dealerships and manufacturers.

The wide range of businesses powered by the auto industry will see an immeasurable impact.

"Well, recently J.P. Morgan says it thinks the electric vehicle revolution will create a lot of losers," Auto World Marketing's Mr. Prosser said. "This inevitable change from internal-combustion to all-electric will have a trickle-down effect on many automotive-based businesses such as dealer networks, auto repair, auto parts houses, lenders and, of course, oil companies."

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