

AUTOMOTIVE

## Jaguar gives young fans the tools to drive safe

February 28, 2018



*Jaguar teaches preteens and teens how to drive. Image credit: Jaguar.*

By STAFF REPORTS

British automaker Jaguar is fostering a love for its brand early by catering to 11 to 17 year olds in a new experience.

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Jaguar is allowing prospective drivers as young as 11 to take the wheel of one its sports cars. In a controlled environment with parents present, the automaker will provide instructors to instill values for safe driving at a young age.

### Creating young fans

Located in six places around the United Kingdom, parents of young Jaguar enthusiasts can book 30-, 60- or 90-minute experiences. The courses will cost 45 pounds, 89 pounds, 124 pounds, respectively, or \$62, \$122, \$171 at current exchange.

The experience will take place at a special training course, designed especially for the Young Driver initiative.

Participants will drive a Jaguar XE, inspired by its F-Type sports model.

Jaguar-trained, government approved coaches will teach these young drivers how to navigate turns and steer around bends, hopefully moving on to junctions, roundabouts and parking. Each trainer has been checked thoroughly by the U.K.'s Disclosure and Barring Service.



*Jaguar allows young drivers to test its car on a closed course. Image credit: Jaguar.*

Parents of students under the age of 18 are required to be present. They can either watch from the sidelines or sit as a passenger in the back seat of the Jaguar vehicle.

Interested consumers can either book individual or group sessions. Jaguar is encouraging young fans to host birthday parties with its experience.

Jaguar is often looking to youth to help create a better future. While in this program Jaguar hopes to create a safer place for driving, but other pushes from the brand look to youth for its own future.

For instance, Jaguar acted on its ambassador program with the Gorillaz band to show off the performance of one of its vehicles while also looking for new talent.

Coders and engineers looking to join the Jaguar Land Rover team can apply through a mission-driven experience. The animated band Gorillaz lent its application to the vehicle in an attempt to recruit the best coders through a new game ([see more](#)).

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