

AUTOMOTIVE

Jaguar challenges Tesla in electric vehicle reveal

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Jaguar's reveal pitted its I-Pace against a Tesla Model X. Image courtesy of Jaguar

By STAFF REPORTS

British automaker Jaguar has premiered its first fully electric production vehicle as it looks to put pressure on other brands.

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Ahead of the I-Pace's official debut at the Geneva Auto Show, Jaguar held a livestreamed preview of the car on March 1. While Jaguar is newer to the electric vehicle field, it is taking on competitors such as Tesla with stunts and statements.

To the test

During the broadcast, Jaguar raced the I-Pace against two Tesla Model X vehicles. The challenge sought to find out which of the cars could accelerate from 0 to 60mph and then brake to a standstill in the least distance.

Jaguar's I-Pace can reach 60mph from rest in 4.5 seconds.

Embedded Video: <https://www.youtube.com/embed/fErFiWjoeCQ>

Jaguar I-Pace Tesla Challenge

The livestream was hosted by comedian Jack Whitehall. For a humorous explanation of the technology behind the car, the host brought in two 9-year-old "experts."

At the end of the broadcast, Jaguar played a documentary that takes consumers behind-the-scenes of the making of the I-Pace. While designed and engineered in the United Kingdom, the car is being built in Austria through Jaguar's partnership with Magna Steyr.

The I-Pace will also be featured at the Geneva Motor Show on March 6.

"We set out with a clean sheet approach to harness new battery electric technology with an architecture engineered from the outset to optimize performance, aerodynamics and interior space," said Ian Hoban, vehicle line director for Jaguar I-Pace, in a statement.

"The result is the I-Pace – a true Jaguar and truly driver-focused EV," he said. "For I-PACE customers – fuel stations are a thing of the past, after overnight charging they'll wake up every morning with a 'full tank of fuel.'"

With Tesla an early adopter in electric driving, a number of luxury automakers are taking the company on as they extend their electric vehicle options.

This week, Porsche's electric vehicle lead Stefan Weckbach took shots at Tesla as he was promoting his company's Mission E. His comments to journalists, reported in Autoblog, included saying that Teslas fail to replicate their performance at 0 to 60, with added attempts falling short of the stated 3 seconds.

Mr. Weckbach continued that the Porsche will be designed to allow "reproducible performance and a top speed which can be maintained for long periods."

Jaguar's move into electric vehicles comes as Tesla puts more pressure on the top end of the luxury automotive industry. The U.S. automaker is entering the supercar category with the launch of its Roadster.

With a base price of \$200,000, the Roadster is going head-to-head with other six-figure sports cars, such as those produced by Ferrari and Lamborghini. While Tesla's Model 3 spoke to an aspirational audience, this latest release further cements Tesla's luxury positioning ([see story](#)).

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