

AUTOMOTIVE

Jaguar Land Rover's new headquarters focuses on sustainability

March 30, 2018



Jaguar Land Rover opens New Jersey facility. Image credit: Land Rover

By STAFF REPORTS

British automaker Jaguar Land Rover has invested \$30 million in a new North American headquarters, which is opening with a series of events that foster growth.

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Jaguar Land Rover opens its new headquarters in Mahwah, NJ with a focus on development through a product research and training center. The opening was held in tandem with the International New York Auto Show.

"The opening of our all new headquarters in New Jersey ushers in a new era for Jaguar Land Rover in North America in which we will have growing sales, expanded model lineups and breakthrough technology," said Joe Eberhardt, president and CEO of Jaguar Land Rover North America, in a statement. "We now have an office complex that aligns with our newest retail facilities and gives our employees an efficient and inspiring work environment.

"Finally, we are very pleased to continue to call New Jersey home and thank the town and state for their support," he said.

Driving innovation

The automaker revealed its Jaguar I-Pace and Range Rover SV Coupe in North America during its evening opening reception, as well as the global debut of the Jaguar F-Pace SVR.

Jaguar is being welcomed with open arms by the town of Mahwah, which handed the automaker a key to the city and officially renamed the street its headquarters is on to Jaguar Land Rover Way.

To celebrate its new home, the company is keeping all of its services with in-state vendors such as a local farm-to-table food vendor, local coffee and eco-friendly recyclable paper products.



Jaguar Land Rover shows off new North American Headquarters. Image credit: Jaguar Land Rover

As part of the opening festivities, the company held a Student Design Seminar where tech and design students from schools such as Morrisville State College, New Jersey Institute of Technology, Parsons School of Design, Pratt Institute, Ramapo College and Stevens Institute of Technology were invited to participate.

The new electric Jaguar I-Pace and Range Rover SV Coupe acted as the subject for the seminar in which selected students were given design presentations and were also invited to a Q&A.

Jaguar Land Rover's new location is a 144,000-square-foot building situated on 12 acres, including a showroom.

In keeping with its commitment to the future and innovation with EV, the facility is fitted with electric vehicle chargers.

Jaguar Land Rover recently 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](#)).

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