

AUTOMOTIVE

Jaguar Land Rover lays off 1,000 workers due to slumping sales

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Jaguar Land Rover laid off 1,000 of its 40,000 UK workers. Image credit: Land Rover

By STAFF REPORTS

British auto manufacturer Jaguar Land Rover is laying off 1,000 people from its factories in the United Kingdom, significantly cutting down the workforce in its home market.

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This decision, which affects workers at the brand's Birmingham facility, is likely made in response to significantly lower sales and reduced consumer confidence due to Brexit. For many luxury brands, "Made in the U.K." is a major selling point, but the potential benefits of cutting 1,000 workers' jobs seems to outweigh that advantage for Jaguar Land Rover.

Major layoffs

Jaguar Land Rover is one of the biggest auto manufacturers operating out of Britain.

With 500,000 workers globally, the brand employs about 40,000 workers in the U.K. Now, however, the brand is laying off 1,000 of those workers, leaving them without jobs.

The brand claims that the decision was made in part due to a major drop in demand for diesel-fueled cars, which the affected Birmingham plant helped manufacture.

In March, the brand's overall sales were down by 26 percent compared to the year before, attributed to reduced consumer confidence and more restricted spending in the wake of the Brexit vote.

Simultaneously, a rise in inflation and a sharp drop in the pound have made many U.K. citizens reluctant to spend heavily on big-ticket items such as cars.



Land Rover Discovery Sport. Image courtesy of Land Rover

The brand's cutback on U.K. jobs coincides with a renewed focus on sustainability. Jaguar Land Rover has invested \$30 million in a new North American headquarters, which is opening with a series of events that foster growth.

Jaguar Land Rover opened 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 ([see story](#)).

In other cases, Jaguar Land Rover has worked to make the lives of rural workers easier, such as Land Rover's partnership with The Prince's Countryside Fund to provide vehicles to young workers in rural communities.

For the fifth annual vehicle bursary program, Land Rover will be loaning a car to up to five chosen individuals for a year. For the first time, Land Rover is making Discovery Commercial models available as part of the lineup for the program's recipients ([see story](#)).

However, Jaguar Land Rover's elimination of 1,000 jobs is a blow to British auto manufacturing and represents some of the problems that Brexit has imposed on the country.

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