

AUTOMOTIVE

Jaguar launches zero-emission airport chauffeur service with all-electric vehicles

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Jaguar Land Rover's chauffeur service will be comprised of 50 Jaguar I-PACEs. Image credit: Jaguar

By STAFF REPORTS

British auto maker Jaguar is offering up its vehicles to form the core of a new luxury chauffeur service to and from Heathrow Airport in the United Kingdom.

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The new Jaguar I-Pace will be the flagship car of the service, with as many as 200 vehicles being used. The service will cater to affluent travelers looking for a stylish and fast way to arrive at Heathrow.

"What we have created in the Jaguar I-Pace is utterly revolutionary; a desirable, luxurious and state-of-the-art electric vehicle that's practical for genuine everyday use, including the tough life of an airport luxury chauffeur car," said Jeremy Hicks, managing director of **Jaguar Land Rover**, Whitley, Coventry, UK, in a statement.

"We have had huge interest and positivity from our customers worldwide. We're also delighted that this endorsement extends to some of the biggest corporations on the planet," he said. "Through our partnership with Waymo (formerly Google self-driving car project) and this latest deal with Heathrow and WeKnowGroup, we're excited to be bringing the electric future to more people than ever before."

Zero emissions

A major part of the new chauffeur service offered by Jaguar is its environmental impact.

Jaguar promises that the service will be completely zero-emissions. This is possible thanks to the I-Pace's powerful lithium-ion battery.

The I-Pace is the brand's first entirely electric car and the service Jaguar will provide to and from Heathrow will help eliminate a significant amount of emissions and waste from commuters arriving to and departing from the airport.

Jaguar's new service will begin running this summer with a stable of 50 I-PACEs with the option for 150 more if the chauffeur service turns out to be a success.

The brand has been facing some tough times recently. Even as it expects the I-Pace will be a success, Jaguar has been faced with layoffs.

Jaguar Land Rover laid off 1,000 people from its factories in the United Kingdom, significantly cutting down the workforce in its home market.



The Jaguar I-PACE. Image credit: Jaguar

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 ([see story](#)).

For Jaguar, the I-Pace and the new chauffeur service are opportunities for growth and optimism in the future despite trouble in its manufacturing side.

“We are thrilled to be working with two British companies on this landmark initiative to support more sustainable transportation choices for our passengers,” said Emma Gilthorpe, executive director at [Heathrow](#), in a statement.

“Our commitments to the environment and our local community are absolutely non-negotiable – we are determined to address the impact road vehicles have on our neighbors and to improve air quality on our roads,” she said. “These Jaguar I-Paces are the latest in a long line of initiatives we are taking to ensure that expansion is not a choice between the economy and the environment – and that we can deliver benefits for both.”

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