

AUTOMOTIVE

Jaguar Land Rover pleads with British government for straight-forward emissions policy

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Jaguar Land Rover's chauffeur service, comprised of 50 zero-emissions Jaguar I-PACEs. Image credit: Jaguar

By STAFF REPORTS

British automaker Jaguar Land Rover has issued a public statement to the government, urging it to be clear with emissions policy language.

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Managing director Jeremy Hicks spoke at a panel during the CDX, a motor trade expo in the United Kingdom, urging delegates to make their policies on emissions standards. He believes that consumers' confusion in regards to policy have negatively affected sales.

"Make it clear - really, really clear," Mr. Hick said. "This confusion doesn't do any of us who are involved in the industry any good.

"There's so much confusion now, frankly created by government in terms of, is it OK even to buy an internal combustion engine car any more," he said. "And that has caused an untold amount of hold-off."

"And then you have the taxation policy, where the government has an unclear policy that basically says, Don't go out and buy one."

Emissions clarity

In an open letter format, the managing director pleaded with the automaker's government to help drivers better understand future policy.



Jeremy Hicks speaks with others during a panel at CDX; Image credit: Jaguar Land Rover.

Prior to a recent E.U. summit, the European Automobile Manufacturers' Association similarly shared the implications of a significantly damaged auto industry if sector-specific guidelines are not handled with care in regards to Brexit.

With 300 automotive production plants spread across Europe and many different countries involved in the assembly process of individual models, E.U. standards will have a big impact on the industry. The ACEA is focused on whether or not British-approved vehicles will be allowed to sell in the E.U. and what the emissions policies will be ([see more](#)).

Jaguar Land Rover is not looking for a way around emissions control, as the automaker has a history of working with sustainable practices such as electric designs and a zero-emissions chauffeur service.

At such a crucial time in the U.K. and in the E.U., as well as in sustainability, it is important that these policies are clear.