

AUTOMOTIVE

Jaguar's first all-electric car to make debut live appearance in UK

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The Jaguar I-PACE is the brand's first all-electric car. Image credit: Jaguar Land Rover

By STAFF REPORTS

British automaker Jaguar Land Rover will be bringing its first all-electric car, the I-Pace, to its first public appearance in the United Kingdom this weekend at the Fully Charged Live show.

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The car is Jaguar's first major foray into the world of all-electric vehicles and has been the subject of much discussion since it was first announced. By bringing the car out to its first public appearance in the UK, the brand is hoping to drive up excitement around the car before it goes on sale.

"The reaction to the Jaguar I-Pace has been absolutely staggering, from both the public and media, who have awarded it perfect scores almost across the board," said Jeremy Hicks, managing director of Jaguar Land Rover UK, in a statement. "Everyone at Jaguar Land Rover UK is extremely proud of what we've achieved with the I-Pace, so we're delighted to be able to show it off at Silverstone for the inaugural Fully Charged Live show this weekend."

All-electric

Fully Charged Live is an annual show dedicated to electric vehicles and sustainable automotive design.

Jaguar is going to be in attendance at this year's event, showing off the new Jaguar I-Pace, the brand's first all-electric vehicle.

The car represents the latest iteration of Jaguar Land Rover's commitment to electric vehicles. The company recently announced that by 2020, all Jaguar Land Rover cars would be at least partially electric-powered.

Jaguar Land Rover has been focusing on luxury electric vehicle design recently. For example, 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.



The Jaguar I-PACE. Image credit: Jaguar Land Rover

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 ([see story](#)).

But the brand has also dipped into policy activism to urge the UK government to make emissions testing simpler. Jaguar Land Rover has issued a public statement to the government, urging it to be clear with emissions policy language.

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 ([see story](#)).

"Fully Charged Live is all about celebrating the latest innovations in the very exciting world of electric vehicles and sustainable energy, and the Jaguar I-Pace is a perfect fit in that respect," said Robert Llewellyn, founder of Fully Charged, in a statement. "Since its launch earlier this year, the buzz around electric vehicles has really amplified so we're excited to be able to showcase the I-Pace to all our visitors across the weekend, in amongst a raft of other displays, attractions and live panel discussions."