

AUTOMOTIVE

## Jaguar recruits Jose Mourinho for soccer-themed campaign

June 14, 2018



*Jose Mouninho is an ambassador for the XF Sportbrake. Image credit: Jaguar*

By STAFF REPORTS

Jaguar Land Rover recruited soccer legend Jose Mourinho to promote its new Jaguar XF Sportbrake car by surprising a group of schoolchildren while driving it.

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Ahead of the FIFA World Cup, which begins June 14, Jaguar asked Mr. Mourinho, fresh off his win at the Europa League last year as the manager of Manchester United, to appear before a group of schoolchildren in the new car. There, he entertained the children, answering their questions about soccer and his thoughts on the World Cup.

"Inside me there is always a teacher," Mr. Mourinho said in a statement. "Coming back to school as a kid or a teacher brings back a lot of special memories.

"You create your own identity and develop your own personality and principles," he said. "It is the period you most enjoy in life."

### World Cup

Mr. Mourinho, though born in Portugal, has been a beloved figure in England ever since he took over Manchester United, leading the team to many high-profile victories and tournament wins.

His celebrity status was put to good use by Jaguar, which brought him into a British school to surprise the children and talk to them about soccer. The move also served as a marketing opportunity for the brand's new XF Sportbrake car.

Mr. Mourinho had previously participated in the initial unveiling of the car last year. As an athlete and coach, Mr. Mourinho is the perfect ambassador for the car, which is designed with sport-specific features such as waterproof keys to wear while performing athletic activities and driver condition monitoring, which detects signs of exhaustion in drivers after a long day on the field.



*Mr. Mourinho with the schoolchildren. Image credit: Jaguar*

Now that the World Cup is starting, brands have begun many soccer-themed campaigns to capitalize on the tournament's popularity.

Swiss watchmaker Hublot is celebrating its love of soccer with a new campaign featuring some of the sport's greatest players.

Hublot has recruited legends such as Pel and Diego Maradona as some of the faces of its latest campaign, called "Hublot Loves Football." As the World Cup begins, Hublot is hoping to capitalize on one of the most widely watched events in the world ([see story](#)).

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