

AUTOMOTIVE

## Jaguar Land Rover joins growing luxury car subscription market

June 15, 2018



*Jaguar Land Rover has launched an unlimited motoring subscription car service. Image credit: Jaguar Land Rover*

By SARAH RAMIREZ

British automaker Jaguar Land Rover is the latest luxury car brand to launch an all-inclusive car subscription service to keep up with evolving consumer demands.

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Since early 2017, automakers including Cadillac, Porsche, BMW and Mercedes-Benz have introduced their own subscription ownership models in limited markets. Carpe, Jaguar Land Rover's subscription offering, gives drivers in the United Kingdom access to new models from both of the group's brands on a membership basis.

"Luxury automakers are adopting subscription services to provide users with access to a variety of automobiles based on their daily needs," said Julie Blackley, communications manager at [iSeeCars](#), Woburn, MA. "Our economy is shifting toward subscription services as we have seen with the rise of ride-share apps and the decline of cable in favor of subscription entertainment services like Netflix.

"Many of these programs are in the pilot stages and I foresee more automakers and more markets adopting subscription services in the coming years," she said.

Ms. Blackley is not affiliated with Jaguar Land Rover, but agreed to comment as an industry expert. [Jaguar Land Rover](#) was reached for comment.

### Subscription services

As the sharing economy continues to make an impact on the luxury market, affluent consumers are growing more accustomed to sharing goods, including personal vehicles.

Unlike traditional purchasing, financing or leasing options, subscription models typically consist of one all-inclusive cost that covers renting vehicles, as well as insurance, taxes and maintenance. The length of commitment varies among subscription services, with Carpe requiring a 12-month contract without mileage restrictions.



*A Carpe membership includes roadside assistance from Jaguar or Land Rover. Image credit: Jaguar Land Rover*

Motorists who enroll in Carpe can choose from a number of packages. These range from a standard specification Jaguar E-Pace from 910 pounds a month, or about \$1,213, to the Range Rover Sport HSE for 2,200 pounds per month, or around \$2,930.

Other models offered through Carpe include the Range Rover Evoque, Land Rover Discover Sport, Jaguar XE, Jaguar XF, Range Rover Velar, Jaguar F-Pace and the Land Rover Discovery.



*The Jaguar F-Pace is one of the vehicles included in the Carpe subscription service. Image credit: Jaguar Land Rover*

All of the vehicles available to Carpe members are sourced directly from the manufacturer. Those who have a more customized experience in mind can choose to order a vehicle on request.

As an added touch of customer service, the car is delivered to a subscriber's home or workplace and personally collected at the end of the contract. Subscribers also have a dedicated advisor to assist throughout the process.

#### Future endeavors

The launch of Carpe is just one way that Jaguar Land Rover is keeping its eye on the future of the luxury automotive industry.

Earlier this month, Jaguar introduced its first all-electric car, the I-Pace, at the Fully Charged Live show in the United Kingdom. The I-Pace represents the latest iteration of Jaguar Land Rover's commitment to electric vehicles ([see story](#)).

Meanwhile, Land Rover is working on all-terrain and off-roading driverless sport utility vehicles in what it has called Project Cortex. Future driverless Land Rover vehicles will be able to drive off-road in all weather in the near future, including dirt, rain, ice, snow and fog ([see story](#)).

Indeed, versatility in vehicles is another quality that is emphasized through car subscription models.

"Subscription services can provide consumers with vehicles to adapt to their needs," Ms. Blackley said.

"Users can take advantage of features when they need them the most, such as an all-wheel-drive car in the winter and a convertible in the summer," she said.