

AUTOMOTIVE

Jaguar app demonstrates electric advantage ahead of I-Pace

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The I-Pace is Jaguar's first all-electric vehicle. Image Credit: Jaguar

By SARAH RAMIREZ

British automaker Jaguar is hoping a new mobile initiative will motivate more drivers to consider the brand's first all-electric vehicle.

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The new Go I-Pace mobile application captures journey data to calculate potential cost savings for would-be drivers of Jaguar's all-electric SUV. Jaguar is also looking to help clarify misconceptions some drivers may have about electric vehicles, paving the way for the upcoming release of the I-Pace.

"The Go I-Pace app is a comparison app based on your real world data," said Lauren Fix, automotive expert, the **Car Coach**, Lancaster, NY. "It's a cute tool that helps support Jaguar's electrifying efforts."

Jaguar was reached for comment.

Download and go

Now available for iOS users in the United Kingdom, the Go I-Pace app captures driving data to help consumers calculate their potential savings if they switch to the I-Pace.

Users start the process by entering the fuel economy of their current vehicles based on their real-life experiences. After enough journeys are recorded, the app will estimate the distance drivers can travel on a single, full charge of the I-Pace.

"[The app's] accuracy is only as good as the data entered," Ms. Fix said.

While users drive, the app can record the distance traveled, as well as speed, temperature and other factors that effect a car's mileage. It also is able to differentiate between driving, walking and cycling to improve accuracy.



Jaguar's GO I-Pace app is now available in the U.K. Image credit: Jaguar

With continued use, the app will also be able to tell drivers if they would have needed to charge the car's battery. The I-Pace can charge from 0 to 80 percent in less than an hour at a specialty charging station.

Ninety-eight percent of British trips are 50 miles or less, while the I-Pace has a range of 298 miles in a single charge. This means the vast majority of drivers will be able to complete multiple trips before needing to charge their vehicles.

By using average fuel and electricity prices, the app gives prospective buyers a more accurate look at cost savings, without asking them to do much of their own research and legwork.

The Go I-Pace app also has an interactive map feature that will show users the closest charging stations.

To debut the app, Jaguar enlisted electric car expert Robert Llewelyn to demonstrate its features in a new video.

Jaguar's new Go I-Pace app shows potential drivers their would-be cost savings. Credit: Jaguar

Electric evolution

With the release of the I-Pace, which was first revealed in March, Jaguar is among the first legacy automakers to challenge U.S. automotive brand Tesla, an early adopter of electric driving ([see story](#)). Jaguar Land Rover recently announced that by 2020, all of its cars would be at least partially electric-powered ([see story](#)).

More luxury car brands are following Jaguar's lead and heavily investing in electric vehicle development.

In May, BMW previewed initial designs for the electric and technology-focused iNext. In 2017, BMW Group sold more than 50,000 electric vehicles, exhibiting the importance of electric-powered automobiles in today's auto industry ([see story](#)).

Porsche released a short film, "Soul, electrified," to tease an early look at the Taycan, the upcoming first all-electric vehicle from the brand. The model, previously known as the Mission E, will be swapping out a combustion engine for a battery ([see story](#)).

While the environmental benefits of electric vehicles are well-documented, they still have a reputation for being cost-prohibitive and inconvenient.

With Go I-Pace, Jaguar is challenging that preconception and aiming to groom new customers in the process.

"The app shows Jaguar I-Pace drivers the benefits of owning their vehicle," Ms. Fix said. "For some, [these vehicles] may make sense. For others that do not have access to charging stations, electric vehicles will be more difficult to own."