

AUTOMOTIVE

Jaguar recruits pop star Dua Lipa for I-Pace campaign

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Dua Lipa is the face of the new campaign. Image credit: Jaguar

By STAFF REPORTS

British luxury auto brand Jaguar is celebrating its Pace line of cars through a collaboration with singer Dua Lipa beginning next month.

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On Sept. 3, Dua Lipa will perform a concert in Amsterdam sponsored by Jaguar with appearances from the Jaguar I-Pace, E-Pace and F-Pace. The collaboration is part of Jaguar's attempt to promote its suite of electric vehicles.

"I love to push boundaries with my music and my performances and this partnership is going to take things to an exciting new level," Dua Lipa said in a statement. "It's a hi-tech project combining music and Jaguar technology, and I know my fans are going to love what we are creating together."

Musical celebration

Jaguar's Pace series of cars is one of the more popular lines of models that the British brand produces.

The I-Pace in particular is the brand's first all-electric car and one that Jaguar is keen to promote.

To do this, the brand has teamed with Dua Lipa, described in the announcement as the most streamed female artist in the world.

Dua Lipa will be performing an exclusive concert in Amsterdam in the beginning of September. Joining her for her performance will be the Jaguar I-Pace, which will be showcased at the event.

The concert will kick off a number of Jaguar events across Europe.

Dua Lipa and Jaguar

Jaguar has made the I-Pace one of its marketing focuses recently. The automaker is hoping a new mobile initiative will motivate more drivers to consider the brand's first all-electric vehicle.

The 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 ([see story](#)).

"All will be revealed on 3rd September in Amsterdam," Ms. Lipa said. "I'm so excited that my first car is going to be the I-Pace and to be trailblazing for the new electric generation."

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