

AUTOMOTIVE

Jaguar blends music, technology in I-Pace collaboration

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Image credit: Jaguar

By SARAH RAMIREZ

British automaker Jaguar is demonstrating how its newest vehicle is pushing the boundaries of technology through a collaboration with singer-songwriter Dua Lipa.

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Ms. Lipa test drove the all-electric Jaguar I-Pace, and the data captured by Jaguar's software was used to create a remix of her newest song, "Want To." To further engage fans through co-creation, Jaguar is encouraging them to create their own remixes and share them on social media.

Pace meets pop star

Each vehicle in Jaguar's Pace suite is equipped with thousands of intelligent sensors that collect data designed to improve the driving experience, including driving style and speed.

For Ms. Lipa's own remix, information about her acceleration and braking habits and energy consumption while driving the I-Pace influenced the track's tempo and arrangement.

Dua Lipa and Jaguar release an exclusive remix of her latest track, "Want To"

To promote the remix project, Jaguar released a new video campaign starring Ms. Lipa.

Ms. Lipa is seen driving the I-Pace earlier this summer and reviewing the data captured from her ride. Later, she is filmed in the studio working on her remix with sound engineers.

The short film also shows Ms. Lipa performing "Want To" in front of a live audience. It reveals the many sides to Ms. Lipa: performer, artist, driver.



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

Fans do not need to drive an I-Pace to create their own remixes. Jaguar has also made the remix technology available through a Web-based application for Spotify users.

Instead of driving data, this remix program uses listening history to tailor the track to a user's preferences. Consumers who do not use Spotify can also interact with the song by tapping the screen of their phone to change the tempo.

The automaker hopes to continue to incorporate this technology into future vehicles so in-car entertainment and other features may be more adaptable for each driver's preferences.

I-Pace efforts

This musical collaboration is a unique way for Jaguar to reach younger, more tech-savvy audiences.

On Sept. 3, Dua Lipa performed 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.

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 ([see story](#)).

The automaker has made the I-Pace one of its marketing focuses recently. Jaguar 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](#)).

Jaguar is also teasing a second season of "The Pace," to come in summer 2019.

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