

AUTOMOTIVE

Jaguar demonstrates range of EV in cross-Channel drive

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Jaguar's I-Pace traveled from London to Brussels. Image courtesy of Jaguar

By STAFF REPORTS

British automaker Jaguar is showcasing the battery efficiency of its first all-electric model with a multi-country road trip.

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In the latest promotion for its I-Pace model, the marque took the car on an excursion from London to Brussels, during which it traveled 229 miles on a single charge. Jaguar has been making a big push for the I-Pace, with marketing efforts that highlight the technology and usability behind the vehicle.

International tour

Jaguar's I-Pace drive began on London's South Bank. The fully-charged battery was then put to the test, with Jaguar engineer Stephen Boulter behind the wheel.

From there, the car entered the 31-mile Channel Tunnel that connects Britain to France. After emerging on the other side of the Channel in Calais, the vehicle continued east, ending its journey at the Mons Des Arts in Brussels.

By the end of the trip, the car still had 8 percent of its battery left.

The drive was captured in a social film, allowing viewers to travel along with Mr. Boulter.

"We know customers won't compromise on everyday usability so we engineered our electric performance SUV to deliver outstanding real-world range," said Mr. Boulter, vehicle integration manager for Jaguar I-Pace, in a statement. "By driving the 229 miles from London to Brussels on a single charge and arriving with plenty of range left we've demonstrated how comfortably it deals with long-distance journeys."

Jaguar's I-Pace traveled from London to Brussels

Jaguar's I-Pace SUV has a number of features designed to help the battery achieve greater efficiency. For instance, the cabin can be cooled or heated prior to a drive to allow the temperature control to be handled on the grid.

During this pre-ride conditioning, the battery is also set to the optimized temperature.

The I-Pace navigation system also takes into account topography, and can send drivers on a route that is more energy efficient. If more charge is needed to reach the set destination, the system will locate charging stations.

Jaguar is also hoping a 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](#)).

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