

AUTOMOTIVE

Jaguar goes coast-to-coast in US I-Pace push

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The Jaguar Electrifies Experience starts in San Francisco. Image courtesy of Jaguar

By SARAH RAMIREZ

British automaker Jaguar is bringing its new all-electric vehicle stateside in a cross-country tour, giving U.S. consumers a firsthand look at the car through educational events.

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Following months of campaigns and stunts surrounding the I-Pace, Jaguar is hosting pop-up exhibits in the top EV markets throughout the nation. By bringing the I-Pace directly to potential drivers in an engaging exhibit, Jaguar has an opportunity to clarify misconceptions that still surround electric vehicles.

"The tour was designed to engage, entertain and educate consumers on the full Jaguar vehicle lineup as well as the benefits of owning an EV," said Leah Watkins-Hall, national corporate and brand communications manager for [Jaguar Land Rover North America](#). "The Jaguar Electrifies Experience will also allow potential customers to engage with the vehicle directly in a practical, on-road setting."

EV exposure

Starting in San Francisco, the "Jaguar Electrifies Experience" will also stop in Los Angeles, South Florida and New York the top four EV markets in the U.S.

The experience will give consumers the opportunity to test drive the new I-Pace and will also feature the entire 2019 Jaguar lineup, including those with hybrid and traditional engines.

Teaser for Jaguar Electrifies Experience

Jaguar partnered with *Wired* magazine to create an interactive exhibit about the development of the I-Pace. At the "Electric Lounge," guests can create their own content at a photo installation and try other augmented and virtual reality activities.

Attendees with a valid driver's license will have the opportunity to drive the I-Pace, F-Pace, E-Pace and F-Type on street courses. Drivers can also get behind the wheel of the I-Pace for a timed and scored closed-circuit SmartCone drive, which will be broadcast on a live feed inside the lounge area.



Drivers in the top 4 EV markets will be able to experience the I-Pace. Image courtesy of Jaguar

Jaguar Electrifies will take place in San Francisco in October and Miami in November, with the Los Angeles and New York dates still to be announced.

Keeping Pace

Jaguar has been making a big push for the I-Pace, with marketing efforts that highlight the technology and usability behind the vehicle.

A recent collaboration between singer-songwriter Dua Lipa and Jaguar demonstrated how the I-Pace pushes the boundaries of technology.

Ms. Lipa test drove the all-electric SUV, 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 ([see story](#)).

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. The 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. The I-Pace navigation system also takes into account topography, and can send drivers on a route that is more energy efficient ([see story](#)).

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 relieve concerns some drivers may have about electric vehicles ([see story](#)).

"A key part of our marketing strategy will be to minimize key barriers to purchasing an EV, which includes overall EV education, prevalence of charging stations, cost and range anxiety," Ms. Watkins-Hall said.