

AUTOMOTIVE

Jaguar Land Rover cuts jobs in future-proofing plan

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Jaguar's I-Pace. Image credit: Jaguar

By STAFF REPORTS

British automaker Jaguar Land Rover is planning to reduce its global workforce by 4,500 as part of its strategy to cut costs by 2.5 billion pounds, or about \$3.2 million.

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In the latest phase of the company's "Charge and Accelerate" program, Jaguar Land Rover is aiming for a leaner, more efficient structure. This latest round of job cuts adds the 1,500 positions eliminated at the automaker in 2018.

Efficiency effort

Jaguar Land Rover is focused on reducing its costs, looking to increase cashflow to be able to make more investments in innovation.

This includes the production of electric drive units in its plant at Wolverhampton Engine Manufacturing Centre and the opening of a battery assembly plant in Hams Hall in North Warwickshire.

Part of the automaker's strategy towards cutting costs revolves around flattening its management structure.

This latest round of job cuts will start with a voluntary redundancy program in the United Kingdom.



The redesigned Range Rover Evoque. Image credit: Land Rover

"We are taking decisive action to help deliver long-term growth, in the face of multiple geopolitical and regulatory disruptions as well as technology challenges facing the automotive industry," said Ralf Speth, CEO of Jaguar Land Rover, in a statement. "The Charge and Accelerate' program combines efficiency measures with targeted investment, safeguarding our future and ensuring that we maximize the opportunities created by growing demand for Autonomous, Connected, Electric and Shared technologies.

"The next chapter in the story of the Jaguar and Land Rover brands will be the most exciting - and challenging - in our history," he said. "Revealing the iconic Defender, investing in cleaner, smarter, more desirable cars and electrifying our facilities to manufacture a future range of British-built electric vehicles will all form part of building a globally competitive and flourishing company."

To-date, Charge and Accelerate has saved Jaguar Land Rover 1 billion pounds, or almost \$1.3 billion at current exchange.

Last year, Jaguar Land Rover laid off 1,000 people from its factories in the United Kingdom, significantly cutting down the workforce in its home market.

This decision, which affects workers at the brand's Birmingham facility, was likely made in response to significantly lower sales and reduced consumer confidence due to Brexit. For many luxury brands, "Made in the U.K." is a major selling point, but the potential benefits of cutting 1,000 workers' jobs seems to outweigh that advantage for Jaguar Land Rover ([see story](#)).

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