

AUTOMOTIVE

## Jaguar Land Rover appeals to urbanites with rental service

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*InMotion's The Out uses Land Rover vehicles. Image courtesy of Jaguar Land Rover*

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By STAFF REPORTS

British automaker Jaguar Land Rover's InMotion is launching a new car rental service for Londoners seeking a getaway.

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The Out will rent Land Rover Discovery Sport HSE models to consumers through an online platform. Jaguar Land Rover is the latest luxury car company to expand into mobility services, as automakers diversify their offerings to meet consumers' changing needs.

Out of town

In 2016, Jaguar Land Rover prepared itself for the future with a newly created business focused on technology-imposed disruptions to the automotive sector.

InMotion, an independent technology business, focuses on overcoming modern transport problems with applications and on-demand services. The business will help Jaguar Land Rover service a young consumer group that is looking for different services than older generations ([see story](#)).

InMotion's latest service is centered on an iOS application. Consumers can book a car from anywhere and have a vehicle delivered to their location in London.

The Out is aimed at consumers who do not own a vehicle and those who are looking for a more upscale rental option.

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AND RELAX. After an electrifying few hours on the road, the need for a coffee and lay down is presumably a strong 100%. Could you then imagine having to think about dropping the car back after you got comfy? Our delivery agents will meet you at your choice of pick up location and if the car is not fuelled, we'll take it to the nearest fuel station and add the pump price on top of your final bill.

A post shared by THE OUT (@theout.uk) on Apr 15, 2019 at 1:00pm PDT

### *Instagram post from The Out*

Seeking to make the experience seamless, The Out has a transparent pricing scheme that includes comprehensive insurance, unlimited mileage and extra drivers. Consumers can also have child seats for no extra cost.

Renting a car for the day begins at 195 pounds, or about \$254, while a weekend begins at 295 pounds, or about \$385.

"We looked at every step of the car rental journey, to create a seamless experience that will delight our users," said Sebastian Peck, managing director of InMotion Ventures, in a statement. "Our customers work hard and play hard, and now more than ever they are finding happiness and expressing their individuality through the very best in high-end experiences.

"We believe The Out is the ultimate travel companion, from the moment a customer opens the app all the way through to their next enviable destination," he said.

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