

AUTOMOTIVE

Jaguar Land Rover rewards drivers for sharing data

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Jaguar Land Rover is launching its Smart Wallet. Image credit: Jaguar Land Rover

By STAFF REPORTS

British automaker Jaguar Land Rover is making paying for services and goods while driving easier with the use of cryptocurrency, as well as allowing drivers to earn rewards.

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Drivers who agree to share information regarding traffic and road conditions will be able to earn cryptocurrency as they drive. The idea is to better serve the company's drivers with more information, driven by real information from real customers.

Driving rewards

Consumers will be able to redeem cryptocurrency earned from Jaguar Land Rover while driving for services and goods such as coffee, tolls, parking fees and electric vehicle charging.

In addition to learning more about road conditions, Jaguar Land Rover's Smart Wallet is hoping to ease the process of paying for everyday items without having to fumble for cash or cards while driving.

For the payment service, the automaker is working with the IOTA Foundation.



Jaguar Land Rover's Smart Wallet. Image credit: Jaguar Land Rover

"The connected car technologies we are developing will be transformative and truly turn your Jaguar or Land Rover into a third space, in addition to your home or office," said Russell Vickers, software architect at Jaguar Land Rover, in a statement. "In the future an autonomous car could drive itself to a charging station, recharge and pay, while its owner could choose to participate in the sharing economy earning rewards from sharing useful data such as warning other cars of traffic jams."

Jaguar Land Rover's InMotion also recently launched a new car rental service for Londoners seeking a getaway.

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 ([see story](#)).

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