

AUTOMOTIVE

Jaguar director of design steps down

June 4, 2019



Jaguar F-Pace is one of the most popular British brand in China. Image credit: Jaguar.

By STAFF REPORTS

British automaker Jaguar is losing its director of design after 20 years, as Ian Callum steps down to pursue other design projects.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

In Mr. Callum's place, Julian Thomson has been named as the new director of design effective July 1. Mr. Callum leaves after years of innovation with Jaguar, including establishing a new design philosophy.

Driving future of design

The former director of design will remain on as a design consultant

Jaguar has celebrated many of Mr. Callum's accomplishments including the creation of the F-Pace, the automaker's first SUVs and the XE, XF and XJ saloons.

Mr. Callum began his career with Ford. He also won the Minerva Medal in 2014 from the Chartered Society of Designers, awarded for a lifetime's achievement in design.

"I have had an incredible career at Jaguar," Mr. Callum said in a statement. "One of my biggest highlights was creating XF because it represented the beginning of a new era moving Jaguar from tradition to contemporary design it was a significant turning point in our story.

"Designing the F-Type was a dream come true for me, and I-Pace was an opportunity to create something hugely innovative that would really challenge the perception of Jaguar and its success is testament to just how far the brand has come."



Jaguar's Mr. Callum leaves as director of design. Image credit: Jaguar

As the successor to Mr. Callum, Mr. Thomson will be responsible for the future of the direction of the design strategy. He has been with Jaguar since 2000.

"I'm honored to take up the position of director of design, Jaguar," Mr. Thomson said in a statement. "It will be a great privilege to lead such a talented team, and continue to build on our success.

"Automotive design has always been fast moving, but today it is changing at a rate faster than ever before," he said. "I'm passionate about ensuring Jaguar design leads that change, and the cars that will drive our future."

Jaguar Land Rover also recently created a new system that it hopes will increase consumer trust in autonomous vehicles as the development of self-driving cars continues.

As automakers continue to invest resources into self-driving vehicles, consumers are still apprehensive about the new technology, particularly about sharing the road with autonomous cars. Jaguar is testing new projection pods that are designed as one way to help ease drivers' concerns ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.