

AUTOMOTIVE

## BMW, Jaguar Land Rover team up for a better future

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*BMW is presenting its latest plug-in hybrid models at Geneva. Image credit: BMW*

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By STAFF REPORTS

Automakers BMW Group and Jaguar Land Rover are joining forces in an effort to tackle important issues such as electrification to create a more sustainable environment.

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The two luxury automakers have signed an agreement to centered on the development of electric drive units to support a transition to a future focused on the Automated, Connected, Electric and Shared Vehicles movement. With both automakers seeing significant advancement in the EV market, the two are partnering in an effort to streamline further innovation in this area for a better future for the Earth.

### Moving EV forward

BMW and Jaguar's partnership will help streamline costs in electric drive developments, allowing the two to share resources.

Next year, BMW will launch its fifth generation of its eDrive technology, which will subsequently act as the propulsion system that all joint innovations with Jaguar Land Rover will be based on.

Experts from both teams will work in Munich on further developing the Gen 5 units. However, electric drivetrains will be worked on in each brand's separate manufacturing facilities and each will stick to brand-specific propositions in any project.



*Jaguar recently took an I-Pace model on a world tour. Image credit: Jaguar Land Rover*

“The automotive industry is undergoing a steep transformation,” said Klaus Fröhlich, member of the board of management of BMW AG, development, in a statement. “We see collaboration as a key for success, also in the field of electrification.

“With Jaguar Land Rover, we found a partner whose requirements for the future generation of electric drive units significantly match ours,” he said. “Together, we have the opportunity to cater more effectively for customer needs by shortening development time and bringing vehicles and state-of-the-art technologies more rapidly to market.”

BMW also recently hinted at new capabilities for its all-electric i3 in a video promoting a simple but fulfilling lifestyle.

Electric vehicles have become more appealing to luxury buyers, but brands need to continue to show drivers how these models combine innovation and power. As more luxury automakers begin to introduce their own EVs, it is important for BMW to continue to improve its models and demonstrate these advances to consumers ([see story](#)).

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