

AUTOMOTIVE

Jaguar Land Rover ramps up electrification efforts

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Jaguar Land Rover is focusing on building electric cars in the U.K. Image courtesy of Jaguar Land Rover

By STAFF REPORTS

British automaker Jaguar Land Rover is showing its commitment to the United Kingdom with plans to produce a new series of electric vehicles at its Castle Bromwich plant.

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The company is bringing together all elements of electric production in the U.K., including battery creation, electric drive units and vehicle manufacturing. Jaguar Land Rover plans to launch electrified options for all of its models by 2020, looking towards battery-powered cars as the future of driving.

Investing internally

Earlier this year, Jaguar Land Rover announced plans 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.

In the latest phase of the company's "Charge and Accelerate" program, Jaguar Land Rover is aiming for a leaner, more efficient structure.

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, expected to be operational in 2020 ([see story](#)).

The choice to produce electric vehicles in the U.K. is partly a move to safeguard positions in the automaker's home country.



Jaguar Land Rover's Castle Bromwich plant. Image credit: Jaguar Land Rover

Starting this month, Jaguar will be reworking its factory in Castle Bromwich to prepare for the production of electric cars, including installing new facilities and technology. The OEM says that this will be the first plant in the U.K. that will be producing premium electric vehicles.

"The future of mobility is electric and, as a visionary British company, we are committed to making our next generation of zero-emission vehicles in the U.K.," said Dr. Ralf Speth, CEO of Jaguar Land Rover, in a statement.

"We are co-locating our electric vehicle manufacture, electronic drive units and battery assembly to create a powerhouse of electrification in the Midlands," he said.

As part of its announcement, the company has revealed its first next-generation electric model to be produced at the plant. Dubbed the Jaguar XJ, the car came off the production line on July 5.

Jaguar put the same team of designers and product developers on the XJ project as it did on the electric I-Pace SUV.

As it invests in the U.K., Jaguar Land Rover is asking the government to similarly work to create giga-scale battery production in the country to support the efforts to produce domestically.

"Convenience and affordability are the two key enablers to drive the uptake of electric vehicles to the levels that we all need," Dr. Speth said. "Charging should be as easy as refueling a conventional vehicle.

"Affordability will only be achieved if we make batteries here in the U.K., close to vehicle production, to avoid the cost and safety risk of importing from abroad," he said. "The U.K. has the raw materials, scientific research in our universities and an existing supplier base to put the U.K. at the leading edge of mobility and job creation."