

AUTOMOTIVE

Jaguar Land Rover looks to foster collaboration with new facility

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Jaguar Land Rover's expanded Gaydon site. Image courtesy of Jaguar Land Rover

By STAFF REPORTS

British automaker Jaguar Land Rover is consolidating its design, engineering and purchasing operations under one roof with the opening of a new facility in Gaydon.

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Through the new site, the automaker aims to further its efforts towards creating cars that produce zero emissions, zero accidents and zero congestion, through innovations such as electrification and automation. The plant is part of the brand's sustainability push, with even the building itself constructed with eco-friendliness in mind.

Driving design

Jaguar Land Rover's facilities have solar panels on the roof, which will supply 20 percent of the office's energy. The remainder will come from other renewable energy sources.

Reducing the amount of energy needed, the building also prioritized natural light.

As a result of these design features, the facility is among the top 10 percent most sustainable non-residential buildings in the United Kingdom.

Jaguar Land Rover also brought nature inside the facility with landscaping.

This building marks the first time that the automaker's design, engineering and purchasing teams will be working in the same space. The facility will employ 13,000 designers and engineers, who will work on projects such as electrifying vehicles and developing mobility innovations.

The automaker plans to have electric options for all of its new Jaguars and Land Rovers by next year.



Jaguar Land Rover's Gaydon facility. Image courtesy of Jaguar Land Rover

"Megatrends like urbanization and sustainability are fundamentally changing the automotive industry," said Sir Ralf Speth, CEO of Jaguar Land Rover, in a statement. "At Jaguar Land Rover, we not only participate we are shaping future mobility.

"Our vision is for a world in which zero emission vehicles, public transport and self-driving pods will form one smart integrated and networked transport system," he said.

"At Gaydon, we have invested into the future and an inspiring environment for our people. We have created the prerequisites that Gaydon can design and engineer the next generations of outstanding cars in highest quality. We have consciously invested with a Destination Zero' attitude."

Jaguar Land Rover also showed its commitment to the United Kingdom with plans to produce a new series of electric vehicles at its Castle Bromwich plant.

The company is bringing together all elements of electric production in the U.K., including battery creation, electric drive units and vehicle manufacturing. The OEM says that this will be the first plant in the U.K. that will be producing premium electric vehicles ([see story](#)).