

AUTOMOTIVE

Jaguar Land Rover's Project Vector vehicle is nod to future of urban mobility

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Project Vector: Ride of the future, as per Jaguar Land Rover. Image courtesy of Jaguar Land Rover

By LUXURY DAILY NEWS SERVICE

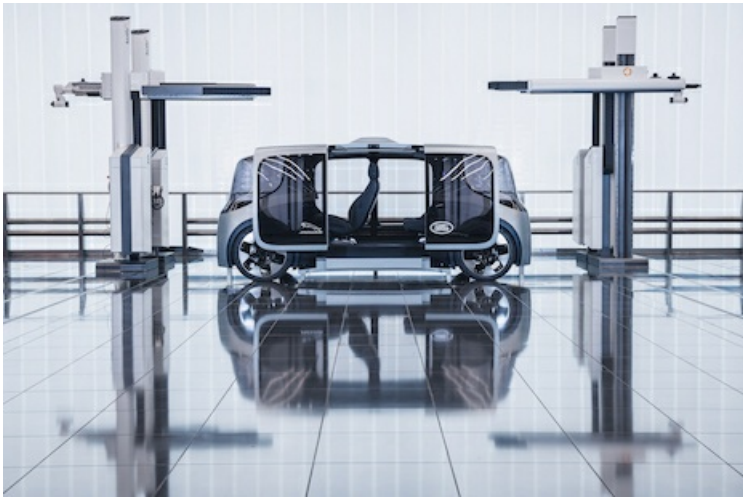
British automaker Jaguar Land Rover has designed a new concept vehicle called Project Vector as part of its Destination Zero mission that is its transportation answer to the smartcity of the future.

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The autonomy-ready platform has been created to offer an answer to current urban mobility challenges with spacious interiors and flexibility in vehicle configuration. It syncs with the company's claimed ambitious goals for an autonomous, electric and connected future: zero emissions, zero accidents and zero congestion via its products and services and across its facilities.

"Jaguar Land Rover understands the trends shaping modern societies," said Sir Ralph Speth, CEO of Jaguar Land Rover, in a statement. "Through this project, we are collaborating with the brightest minds in academia, supply chain and digital services, to create connected, integrated mobility systems the fundamental building blocks for Destination Zero."

Owned by India's Tata Motors, **Jaguar Land Rover** is the United Kingdom's largest automaker. The company last year sold 557,706 Jaguar, Land Rover and Range Rover vehicles in 127 countries.



Sideways view of Jaguar's Project Vector vehicle. Image courtesy of Jaguar Land Rover

Public with transport

The Project Vector concept has led to a flexible, multi-use electric vehicle that is autonomy-ready and suitable for the smart city of the future.

The vehicle concept measures slightly more than 13 feet (4 meters) in length. It is designed for the city, with its battery and drivetrain components fitting into a flat floor to allow more space in the cabin.

Equally interesting is the cabin space that allows seating configurations for private, shared use and even for commercial purposes such as last mile deliveries.



View of Project Vector cabin. Image courtesy of Jaguar Land Rover

The on-road pilot program is planned next year for Coventry in England. The vehicle has been developed at the city's National Automotive Innovation Center in collaboration with academic and external partners.

"The megatrends of urbanization and digitalization make connected urban mobility systems necessary and inevitable," said Tim Leverton, project director at Jaguar Land Rover, in a statement.

"Shared and private vehicles will share spaces with and be connected to public transit networks, so you can travel on demand and autonomously," he said. "That is a complex task, best achieved by working together with partners across the spectrum of vehicles, infrastructure and the digital world.

"With the technology and engineering power of Jaguar Land Rover, we can provide a unique opportunity for innovators to develop highly-functional urban mobility services, seamlessly integrated into everyday life.

"Future urban travel will be a composite of owned and shared vehicles, access to ride hailing and on-demand services as well as public transport. Our vision shows the vehicle as a flexible part of the urban mobility network that can be adapted for different purposes."