

AUTOMOTIVE

Jaguar Land Rover deploys fleet of cars to support emergency responders worldwide

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Jaguar Land Rover vehicles are being deployed worldwide to help emergency responders fight the COVID-19 outbreak. Image credit: Jaguar Land Rover

By LUXURY DAILY NEWS SERVICE

British automaker Jaguar Land Rover has deployed more than 160 vehicles worldwide to support emergency response organizations during the COVID-19 coronavirus pandemic.

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Of that total, 57 vehicles including 27 New Land Rover Defender SUVs have been issued to the British Red Cross to deliver medicine and food vulnerable people across the United Kingdom who now need additional support due to social distancing rules.

"The health and safety of our employees, customers and their families remains our priority," said Finbar McFall, Jaguar Land Rover customer experience director, in a statement.

"Jaguar and Land Rover will do everything we can to support people in need around the world," he said.

"Our partnership with the Red Cross goes back 65 years and we will work hand in hand with them to do all we can during this global health emergency. We will also provide help to those closer to home in our local communities. We can all play a part in helping the vulnerable during this global pandemic."

Owned by India's Tata Motors, Jaguar Land Rover recently added the Defender SUV to its lineup that includes Range Rover, Land Rover and Jaguar models targeted to the affluent.



Jaguar Land Rover vehicles deployed for aiding emergency responders. Image credit: Jaguar Land Rover

Shifting gears

Additionally, **Jaguar Land Rover** is working closely with the British government to offer its research and engineering expertise, as well as digital engineering and design, printing of 3D models and prototypes, machine learning, artificial intelligence and data science support.

In other charitable efforts from Jaguar Land Rover, the automaker is donating protective equipment to the National Health Service (NHS), including wraparound safety glasses to the Royal Bolton Hospital, St. James's Hospital in Leeds and Birmingham Children's Hospital.

Meanwhile, Jaguar and Land Rover teams in Spain, France, South Africa and Australia have loaned vehicles to their Red Cross societies, the company said. More markets are offering help to their local teams.

Interestingly, this service is offered with fleets of vehicles now available due to the postponement of launch events.

Via its partnership with the British Red Cross, Land Rover has also helped fund emergency relief efforts through the Disaster Relief Alliance that supports community resilience programs in the U.K. and globally, providing financial assistance immediately when disaster hits, including the COVID-19 coronavirus.



The Jaguar and Land Rover fleets to help emergency responders. Image credit: Jaguar Land Rover

THE BRITISH RED CROSS has already given \$247,899 to support Asian countries severely affected by the pandemic.

"This unprecedented global health emergency requires us all to pull together," said Simon Lewis, head of crisis response at the British Red Cross, said in a statement.

"As part of the British Red Cross response to coronavirus, we're delving deep into the heart of communities across the U.K. to help strengthen support for the most vulnerable people through delivering essential food parcels and medicines to those unable to get out," he said.

"We have been overwhelmed by the kindness shown across the country, not only by our increasing number of volunteers, but also our longstanding partners. Thanks to Land Rover's generous support, our emergency response teams in the U.K. will be to reach even more people living in isolated communities than we could alone."

Jaguar Land Rover lent vehicles to the British Red Cross as it combats the COVID-19 coronavirus outbreak

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