

AUTOMOTIVE

\$147,000 Range Rover bought through Jaguar Land Rover UK online configurator

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Range Rover SV Autobiography is at the top end of Jaguar Land Rover's vehicle offerings. Image courtesy of Jaguar Land Rover

By LUXURY DAILY NEWS SERVICE

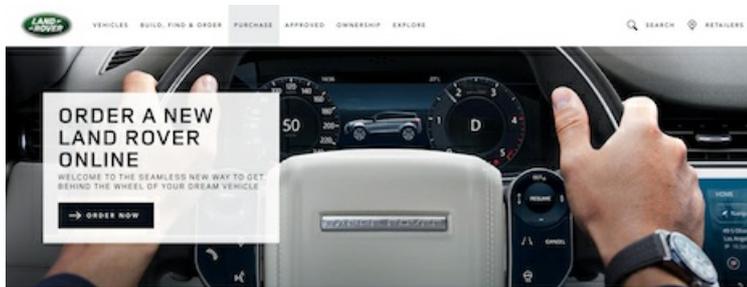
Jaguar Land Rover UK has found its digital sales services may be the remote-retail model of the future for car purchases, especially with the response to its online configurator capability.

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The British automaker last May started offering consumers the option to use the online configurator to buy the vehicle they built at the click of a button. That option sits alongside other online offerings such as part-exchange valuations, finance quotes, finance applications and online reservations.

"Buying a new vehicle may not be the first thing on people's minds, but for those customers who do want to have a conversation about a new or pre-owned Jaguar or Land Rover, we are here to help," said Rawdon Glover, managing director of Jaguar Land Rover UK, in a statement.

Jaguar Land Rover is the leading British automaker producing Range Rover, Land Rover and Jaguar cars and SUVs.



HOW TO ORDER ONLINE

01

CHOOSE

PICK YOUR PERFECT MODEL
Browse our latest range of luxury vehicles and select the best match for you and your lifestyle.

02

ORDER

TWO WAYS TO YOUR NEW VEHICLE
Use our configurator to build your perfect vehicle, or search our inventory of all available stock vehicles.

03

FINANCE

TAILOR YOUR OWNERSHIP OPTIONS
Explore our range of finance* options – including cash purchase – and get a free part-exchange valuation on your vehicle.

04

RESERVE

SECURE YOUR VEHICLE
Select your preferred retailer and delivery method, put down a reservation fee and your chosen retailer will contact you.

→ ORDER NOW

THE BENEFITS OF ORDERING ONLINE



IT'S EASY AND CONVENIENT

- Save your order progress at any point
- Dedicated online order Concierge Service
- Get a personalised finance* quote



IT'S SAFE

- The highest Payment Card Security Standards
- Fraud checks on every transaction
- The latest EU data protection laws



IT PUTS YOU IN CONTROL

- All vehicle information at your fingertips
- Your choice of finance* & delivery options
- All orders completely refundable

The Land Rover online configurator is heavily used, a behavior that may accelerate under the ongoing COVID-19 lockdown. Image courtesy of Jaguar Land Rover

Trial run

The online configurator's trial kicked off with just 5 percent of users, gradually ramping up to 100 percent of visitors to the Jaguar and Land Rover Web sites for the United Kingdom.

With dealers closed in the U.K. over COVID-19 lockdowns, necessity has become the mother of invention. The automaker has now expanded its online services to offer flexibility and convenience in the lack of a physical interaction with customers and prospects.

Data from the initial trial period of the online configurator shows that 3.3 million consumers have participated in the online sales journey.

In fact, the first vehicle ordered through the online configurator-led service was a \$147,000 (119,000) Range Rover.

Not only that, but a higher proportion of buyers were women, compared with traditional retailer sites.

Online customers configuring their new vehicle can pick their engine, trim level and options across any Jaguar or Land Rover model before being invited to buy the vehicle.

Offered the option of cash payment, personal contract purchase or hire purchase, buyers are given an opportunity to get a valuation on their current vehicle for part exchange, to make a finance application and to put down a deposit, the company said.

Customers opting for finance plans can see how much extra per month will be added or removed to their plan if they choose to add or remove options. Jaguar Land Rover was the first automaker to offer this feature.

Also, customers can either configure a brand-new vehicle, or browse stock available throughout the U.K. retailer network.



The Jaguar I-Pace car. Image credit: Jaguar Land Rover

To help inform customers, new virtual showrooms have been created with video presentations to showcase all Jaguar and Land Rover models, the company said.

Phone and video sales appointments are available so that customers can talk directly to specialist consultants to answer questions and discuss specific needs, removing the need to visit a showroom.

JAGUAR AND Land Rover retailers are also offering tailored services for vehicle deliveries in line with the latest government guidance, the company said.

Many retailer sites have individual handover bays that have been prepared in line with social distancing and hygiene guidelines and parts of the network are offering delivery options.

"We have been refining our online customer journey for a while and, thanks to the support of our retail partners, we can now provide a comprehensive, convenient and flexible service that is safe for our customers and our staff," Mr. Glover said.

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