

AUTOMOTIVE

UK's Jaguar sponsors Sky Documentaries with film shorts on car design, development

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Jaguar clay modeling. Image courtesy of Jaguar Land Rover

By LUXURY DAILY NEWS SERVICE

British auto brand Jaguar is sponsoring the new Sky Documentaries channel's programs with a series of short films that bookend the televised content broadcasted to an upmarket audience.

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Jaguar will give viewers a glimpse of an unseen world through a series of 15-second films highlighting various elements of the carmaker's design and development process. The commercials form part of Jaguar's marketing outreach to the United Kingdom after a bruising COVID-19 lockdown that has impacted business.

"Partnering with Sky Documentaries is a perfect opportunity for us to connect with a new audience in an exciting way," said Anthony Bradbury, marketing director of Jaguar Land Rover UK.

The U.K.'s largest automaker, **Jaguar Land Rover** recently rolled out the first cars to dealers after the COVID-19 lockdown was relaxed for manufacturers in that market. India's Tata Motors owns the company that produces Jaguar, Land Rover and Range Rover cars.



The Jaguar design process. Image courtesy of Jaguar Land Rover

Sky's the limit

Part of Rupert Murdoch's media empire, [Sky Documentaries](#) offers a swathe of topics from sport and real-world controversies to biographies of some of the world's most famous and infamous people. The channel launched May 27.

Jaguar's shorts are also stylized documentaries on subjects such as the art of clay modeling, machine modeling, aerodynamics development, sound engineering and vehicle testing in some of the world's most hostile of environments.

Jaguar's last documentary project, titled "Jaguar: Going Electric," covered the development of its all-electric Jaguar I-PACE car and is now available to download on Amazon Prime.

The deal with Sky Documentaries is in line with contemporary trends to pull back the curtain on the design and manufacturing process behind some of the most iconic luxury brands worldwide, including those in watches and jewelry, automotive, and fashion and leather goods.

"We are delighted to celebrate extraordinary stories with Sky Documentaries and share part of our usually secret world," said Julian Thompson, design director at Jaguar, in a statement.

"Stories are at the heart of Jaguar," he said. "Our racing history, our passionate people and our progressive design philosophy are all reflected in the design of our cars."

Jaguar clay design

Jaguar clay modeling

Jaguar sound engineering

Jaguar aerodynamic testing

Jaguar design

Jaguar virtual design

Jaguar ice testing

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