

AUTOMOTIVE

Jaguar Land Rover targets Volkswagen Group SUV imports over off-roading technology

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The Defender underwent rigorous offroad testing. Image credit: Jaguar Land Rover

By LUXURY DAILY NEWS SERVICE

British automaker Jaguar Land Rover is looking to block sales of sports utility vehicles in the United States from Volkswagen Group, including its luxury subsidiaries Audi and Porsche, over an ongoing patent dispute.

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In a filing with the U.S. International Trade Commission, Jaguar Land Rover is claiming imports of SUVs from Volkswagen Group should be stopped since the vehicles are using technology patented by the Tata Motors-owned automaker. The feature in question is the patented Land Rover terrain response system, which the carmaker claims is used by Volkswagen Group's SUVs while in "off-road" mode.

Off-road dispute

According to [Bloomberg](#), a driver can trigger Jaguar Land Rover's terrain response system with the push of a button allowing the vehicle to adjust its engine, braking, transmission and other systems to various off-road environments.

In 2018, Jaguar Land Rover sued British automaker Bentley after a similar "drive dynamics" system was used in its Bentayga SUV. That lawsuit is scheduled to go to trial in February 2021.

Volkswagen Group has since taken its positioning as a global automotive group to apply Bentley's off-roading system to other vehicles, including the Lamborghini Urus and Audi Q8.



The Bentley Bentayga SUV. Image credit: Bentley Motors

Through the latest round of filings, Jaguar Land Rover is looking to block imports of the Urus and Porsche Cayenne, as well as Audi's Q8, Q7, Q5, A6 Allroad and e-tron.

In recent years, luxury SUV sales have been a bright spot for the automotive industry.

Earlier this year, Bentley Motors announced it had built its 20,000th Bentayga since the SUV was first introduced to the market four years ago. With an estimated starting price of \$166,000, the Bentayga is one of the top-selling models in the Bentley range, going head to head with Rolls-Royce Motor Cars' Cullinan SUV in the ultra-luxe segment of this market ([see story](#)).

Similarly, Lamborghini sold 4,962 Urus units in 2019, its first full year of market availability, up 182 percent from 1,761 in 2018 ([see story](#)).

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