

AUTOMOTIVE

Jaguar Land Rover invests in Circular to trace sustainable supply chain

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Blockchain technology will allow transparency in supply chains. Image credit: Jaguar Land Rover

By LUXURY DAILY NEWS SERVICE

British automotive company Jaguar Land Rover's venture capital and mobility services arm **InMotion** is investing in blockchain technology from information technology firm **Circular**.

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Jaguar Land Rover is committed to reducing the environmental and ethical impact of its products across their life cycles. The investment in Circular will enable Jaguar Land Rover to source premium materials with greater transparency of the provenance, welfare and compliance of suppliers throughout its networks.

"This investment is further evidence of Jaguar Land Rover's commitment to improving the sustainability of its supply chain around the globe, and will help authentically trace raw materials from origin to supplier, eventually to vehicle," said Sebastian Peck, managing director of InMotion Ventures, in a statement. "The implementation of blockchain technology provides a great opportunity to make a systemic change in supply chain compliance, not just for the automotive world but for other industries, too."

Investing in the future

Using a combination of GPS, biometrics and QR codes, Circular's blockchain technology can digitally verify the movement of raw materials at every step of the process. As well as tracking compliance, the digital process will also enable Jaguar Land Rover to assess the carbon footprint of its supply network.

The blockchain technology is extremely difficult to modify which gives customers confidence that the supply chain is authentic and that all materials have been sustainably sourced.

"Our blockchain technology has already proved its worth in tracking materials, and we are excited to innovate further with Jaguar Land Rover and its global supply chain," said Douglas Johnson-Poensgen, founder and CEO of Circular, in a statement. "We believe the digitalization of the supply chain is key to ensuring traceability between the multiple intermediaries that handle the material between its origin and the manufacturer."



The Range Rover Velar Plug-in Hybrid. Image credit: Land Rover

In September, Jaguar Land Rover furthered its commitment to sustainability with the decision to use recycled plastic waste in its cars' interiors. The Whitley, England-based company is working with Aquafil to use the synthetic fiber maker's Econyl nylon to create floor mats and trims for its next generation of Jaguar, Range Rover and Land Rover sedans and SUVs.

The decision to use responsibly sourced and recycled materials is part of Jaguar Land Rover's Destination Zero goal to be eco-friendly ([see story](#)).

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