

AUTOMOTIVE

Jaguar Land Rover executes digital trial for tracking leather supply chain

October 13, 2021



Jaguar Land Rover is tracking its leathers supply chain from origin to vehicle. Image courtesy of Jaguar Land Rover

By LUXURY DAILY NEWS SERVICE

British automaker Jaguar Land Rover is announcing the completion of its first digital trial for tracking the supply chain of its leather.

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The automaker has partnered with supply chain traceability provider Circular to trial the use of traceability technology in the leather supply chain, aiming to ensure full transparency. The digital process has assisted Jaguar Land Rover in assessing the carbon footprint of its leather supply network, an effort under its Reimagine sustainability strategy.

"We are currently restructuring our supply chain as part of Reimagine, with a focus on transparency and sustainability," said Dave Owen, executive director of supply chain at Jaguar Land Rover, in a statement.

"The outcome from this world-first trial will allow us to further improve the sustainability of the leather supply chain around the globe, ensuring the complete traceability of raw materials from origin to vehicle."

Furthering sustainability efforts

The trial, under the Reimagine strategy, is aiming to aid in Jaguar Land Rover's journey to net zero carbon emissions across its supply chain, products and operations by 2039.

With its Reimagine strategy, the company aims to create a new benchmark in environmental, societal and community impact for a luxury business ([see story](#)).

Jaguar Land Rover's leather supply chain trial is its latest reflection of the automaker's commitment to reducing its environmental footprint. The automaker is aiming to continue expressing this commitment by offering consumers more sustainable material choices for their vehicle interiors, including natural fibre Eucalyptus textile for the Range Rover Evoque; Kvadrat, a high-quality wool blend textile made from 53 recycled plastic bottles per vehicle, and more.

The trial provided a "digital twin" of the raw material, allowing the automaker to track its process through the leather supply chain and the real world, simultaneously. The trial then used GPS data, biometrics and QR codes to digitally

verify the movement of leather using blockchain technology.

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