

AUTOMOTIVE

Jaguar Land Rover establishes AI-centered partnership

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Jaguar Land Rover is developing AI-connected vehicles. Image credit: Jaguar Land Rover

By LUXURY DAILY NEWS SERVICE

British automaker Jaguar Land Rover is looking to enhance its AI-enabled experiences with a new strategic partnership.

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Jaguar Land Rover has entered a multiyear partnership with U.S. technology and software company NVIDIA to jointly develop and deliver next-generation automated driving systems and other AI-enabled services. The partnership is the latest way the automaker has invested in technology to elevate its offerings.

"Collaboration and knowledge-sharing with industry leader NVIDIA are essential to realizing our Reimagine strategy, setting new benchmarks in quality, technology and sustainability," said Thierry Bollor, CEO of [Jaguar Land Rover](#), in a statement.

"Jaguar Land Rover will become the creator of the world's most desirable luxury vehicles and services for the most discerning customers," he said. "Our long-term strategic partnership with NVIDIA will unlock a world of potential for our future vehicles as the business continues its transformation into a truly global, digital powerhouse."

Next-gen cars

Starting in 2025, new vehicles from both the Jaguar and Land Rover brands will be built on the NVIDIA DRIVE software platform, with features including driver assistance systems, parking systems and active safety, automated driving.

Other AI features will include driver and passenger monitoring as well as advanced visualization of the vehicle's environment.

Jaguar Land Rover is looking to leverage NVIDIA's AI expertise

The automaker will leverage its in-house developed data center solutions with NVIDIA DGX to train AI models and DRIVE Sim software for real-time simulations that are physically accurate.

JLR's software-defined qualities and end-to-end verification and validation architecture will allow for over-the-air

software updates that deliver new assisted and automated driving services over the vehicle's lifetime.

"Next-generation cars will transform automotive into one of the largest and most advanced technology industries," said Jensen Huang, founder/CEO at NVIDIA, in a statement. "We are thrilled to partner with Jaguar Land Rover to reimagine the future of transportation and create the most advanced cars."

As part of Jaguar Land Rover's Reimagine strategy, representing a shift toward providing a modern, digital luxury experience, the automaker is introducing Amazon's virtual assistant technology, Alexa, to its range of vehicles.

The cloud-based voice service will be available in all new and existing Jaguar and Land Rover vehicles that are equipped with the automaker's Pivi Pro system. With the updated system, customers will be able to control navigation and music, manage calendars, control smart home devices and more using only voice commands ([see story](#)).

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