

AUTOMOTIVE

Jaguar Land Rover announces 2030 sustainability targets

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The automaker is committed to reducing emissions by 2030 and beyond. Image credit: Jaguar Land Rover

By LUXURY DAILY NEWS SERVICE

British automaker Jaguar Land Rover has committed to reducing greenhouse gas emissions across its operations by 46 percent by 2030, compared to a 2019 baseline.

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Approved by the Science-Based Targets initiative (SBTi), this goal underscores the company's journey to a 1.5 C emissions reduction in concurrence with the Paris Agreement. Jaguar Land Rover also plans to cut average vehicle emissions across its value chains by 54 percent.

"Sustainability sits at the core of our Reimagine' strategy, with the aim to achieve net carbon zero by 2039, as the creator of the world's most desirable modern luxury vehicles," said Rossella Cardone, head of the sustainability office at [Jaguar Land Rover](#), in a statement.

"As we move from climate ambition into action, we are now embedding sustainability into the Jaguar Land Rover DNA to minimize our carbon footprint across our value chain," she said. "Science-based targets tell us how much and how quickly we need to reduce our greenhouse gas emissions as well as keeping stakeholders informed about our progress."

Road to 2030

These goals represent Jaguar Land Rover's commitment to 2030, as well a second-decade ambition for net-zero emissions across the supply chain, products and operations by 2039.



Jaguar is also implementing new circular models by reusing batteries. Image credit: Jaguar Land Rover

As part of its "Reimagine" strategy, the company intends to decarbonize across design and materials, manufacturing operations, supply chain, electrification, battery strategy, circular economy processes and up to end-of-life treatment.

To head this mission, JLR appointed Ms. Cardone in a newly created role: sustainability director. Her responsibilities will include driving the company's sustainable transformation and supporting strategy and sustainability executive director Francois Dossa.

JLR first announced its commitment to the SBTi as part of its support for COP26 in November 2021.

Earlier this month, the British automaker partnered with energy company Pramac to reuse Jaguar I-Pace batteries for portable zero-emission energy storage units.

The partnership marked the first step in the automaker's strategic plans to implement circular business models for its vehicle batteries. As part of its commitment to become net-zero by 2039, Jaguar Land Rover will continue unveiling programs that give new life and offer new uses for its electric vehicle batteries ([see story](#)).

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