

TRAVEL AND HOSPITALITY

Jaguar, United Airlines partner for first gate-to-gate, all-electric fleet in US

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United Airlines' deal with Jaguar for gate-to-gate service is yet another perk for the carrier's most loyal customers as it competes with rivals for continued business from frequent fliers. Image credit: Jaguar Land Rover North America, United Airlines

By LUXURY DAILY NEWS SERVICE

British automaker Jaguar Land Rover's Jaguar brand and United Airlines debuted a new service collaboration between the companies for select airport travelers in the United States.

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The brands will team up to offer the first gate-to-gate transfer service powered by an all-electric fleet of vehicles in the country.

"The new United-Jaguar ground transfer program offers travelers a moment of luxury and ease, while also raising sustainability standards for the airline industry," said Luc Bondar, United's vice president of marketing and loyalty and president of MileagePlus, in a statement.

United is one of the largest airlines worldwide. **Jaguar** is known for its sedans and I-PACE electric SUV.

For high-fliers

Beginning this month at Chicago's O'Hare airport, select United MileagePlus Premier members will receive a private chauffeured ride right on the tarmac in an all-electric 2023 Jaguar I-PACE HSE to connecting flights.

The service will be rolled out at other United hubs in Denver, Houston, Newark, Washington DC and Los Angeles by the end of the year.

Members will receive a surprise pickup on the tarmac upon landing, with a United Premier Services agent ushering them to their next flight.

It is estimated that the fleets will make 60 trips a day for 1,000 United customers.

The first of its kind from Jaguar, the performance SUV will offer riders five seats and enhancements such as Amazon Alexa connectivity and wireless charging for devices.

The new Jaguar also has an estimated range of up to 246 miles per charge and is currently on sale for \$71,300 and up.

Through Dec. 31, 2022, United MileagePlus members will earn 50,000 points with the purchase or lease of any new Jaguar vehicle.

"We are thrilled to partner with United Airlines to further ignite the passion travelers have for eco-minded exploration, as sustainability and electrifying performance are at the heart of the Jaguar brand," said Joe Eberhardt, president/CEO of Jaguar Land Rover North America, in a statement.

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