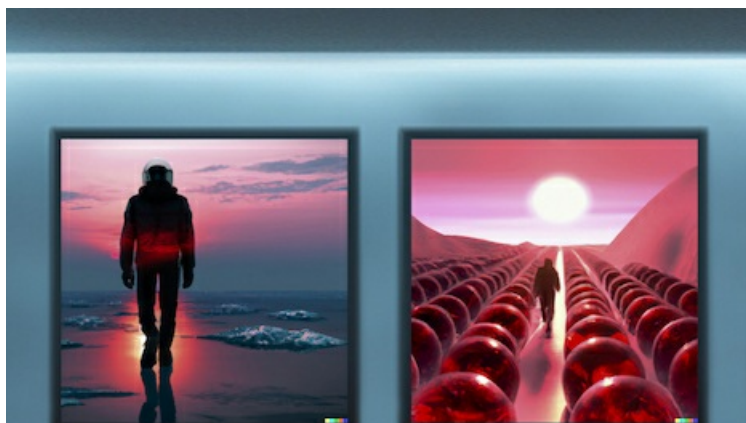


AUTOMOTIVE

## Jaguar taps artificial intelligence for social media

November 17, 2022



By LUXURY DAILY NEWS SERVICE

Embracing the futuristic technology, British automaker Jaguar used artificial intelligence to craft social media posts. Using a system called DALL E, Jaguar's latest visual galleries feature highly realistic and detailed images that it calls *[un]reality*. This artificial intelligence entity creates pictures and art from streams of text, interpreting the words in a visual form.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

"AI embodies the daring and curious self-expression unique to Jaguar," said Gerry McGovern, chief creative officer of Jaguar Land Rover, Gaydon, England, in a statement.

"It felt fitting to be one of the first brands to meaningfully utilize this technology by devoting our key social platforms to this unique creative form," he said. "Innovative and courageous, *[un]reality* offers a glimpse of our ambitions for the brand."

Jaguar is seeking to bring human innovation to the table as artificial intelligence is transforming art and visual creation.

### Getting real

This creative move comes as part of the brand's Reimagine efforts, part of a process to transform into an all-electric luxury vehicle company by 2025.

The *[un]reality* showcase celebrates this environmental and technological advancement, bringing the image of **Jaguar** and fearlessness in progress to the images.

Jaguar's *[un]reality* is composed of six unique stories, each consisting of three individual artworks bound together by a unifying thematic thread.

Each story is curated to reflect the essence of Jaguar, told through an untraditional image creation process. The series starts with Revisions, which stages a queer wedding in the 1950s a historical impossibility for the era.

These stories started posting Nov. 16 through month's end. The images will feature on Jaguar's Instagram and Twitter channels, @Jaguar.

Boldness seems to be the new social theme. Jaguar is working to move into the future, while embracing the importance of controversial conversations socially, environmentally and technologically.

"Jaguar was created to be a copy of nothing," said Blane Chapman, global head of social at Jaguar Land Rover, in a statement.

"We embrace new technologies as tools for realizing and enhancing this creative commitment to uniqueness and self-expression," he said.

"Where better to start than social media, the window into the brand. [un]reality is the latest and, arguably, most daring yet articulation of Jaguar's untethered and expressive future."

---

© 2022 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.