

AUTOMOTIVE

Jaguar Land Rover unveils global rebrand

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The name change is part of the auto manufacturer's "Reimagine" sustainability strategy. Image credit: JLR

By ZACH JAMES

British automaker Jaguar Land Rover is making a major change to its identity.

The 15-year-old holding company which owns several well-known luxury carmakers is rebranding to become JLR. The name change is part of the auto manufacturer's "Reimagine" sustainability strategy, as it looks ahead to new phases.

"Simply changing the brand names or hierarchy won't directly make them more competitive with their European counterparts," said David Undercoffler, editor-in-chief of [Autolist.com](https://www.autolist.com), San Francisco.

"But this is a savvy move from a marketing perspective since it allows JLR to create explicitly different identities for each of the four brands, which increases the likelihood that JLR can connect with a prospective buyer and lure them away from a rival brand."

Mr. Undercoffler is not affiliated with JLR, but agreed to comment as an industry expert.

New name, same game

The name change is seen as a way to unify the Range Rover, Defender, Discovery and Jaguar brands together under a "House of Brands" organization.

This new approach is in large part due to the automaker's "Reimagine" strategy, which is looking to reach net-zero carbon emissions across all facets of the company's operations by 2039. In so doing, the luxury car manufacturer seeks to create what it describes as "modern luxury."

"Today is an exciting day as we unveil a new identity for our company as part of our House of Brands approach," said Adrian Mardell, CEO of JLR, in a statement.

"I'm confident this perfectly illustrates JLR's ambition in the modern luxury space."

This foray comes on the heels of an impressive 2023 fiscal year, bringing in \$22.8 billion in revenue, up 25 percent from 2022.

We're delighted to announce a strong set of results for the full year 2023 as production and wholesales have increased, and chip shortages have further eased.

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JLR (@jaguarlandrover) May 12, 2023

Describing the move to “modern luxury” as focusing on elegance and a forward-thinking mindset, the company affirmed that Land Rover will be a prominent part of its future, though details on how it will remain light.

“This is the next chapter of our Reimagine journey to become a truly modern luxury business,” said Gerry McGovern, chief creative officer at JLR, in a statement.

“The new JLR identity will bring clarity to our clients and act as a unifier for our four distinct British brands.”

In the pack

JLR’s plan to electrify its fleet by 2025 and reach net-zero carbon emissions by 2039 is behind some of its competitors and what experts say needs to happen in order for these green efforts to even matter.

One of JLR’s competitors in the British luxury auto space, Bentley, has committed to a sustainability council of outside experts that will oversee all aspects of the automaker’s operations and will have the authority to make changes ([see story](#)). This is on top of its goal of reaching total carbon neutrality by 2030, which it is well on its way to doing, with all of its American operations and its Crewe headquarters already reaching that target ([see story](#)).



JLR is hoping to reach net-zero emissions by 2039, starting with reusing batteries. Image credit: JLR

German automaker BMW is seeking total climate neutrality by 2050, and has taken a few steps towards that ([see story](#)), seemingly behind competitors.

Changes could help JLR stand out from the pack and help separate its brands from the competition, all moving with the public toward greener efforts.