

AUTOMOTIVE

## Jaguar inks deal with Tesla, expanding access to charging stations

September 26, 2023



*Starting in 2025, all new EVs from the brand sold in the region will feature full North American Charging Standard (NACS) integration. Image credit: Jaguar*

---

By LUXURY DAILY NEWS SERVICE

British automaker Jaguar is furthering its commitment to an all-electric future.

The manufacturer signed an agreement with U.S. automaker Tesla to grant its customers access to the partner company's Supercharger network across North America, as announced on Thursday, Sept. 21. Starting in 2025, all new Jaguar electric vehicles (EVs) sold in the region will be equipped according to the North American Charging Standard (NACS), also known as the Tesla charging standard, with existing models requiring an adapter to make use of Tesla stations.

"JLR is dedicated to helping our clients make the switch to electric vehicles and to our commitment to net zero carbon emissions by 2039," said Mark Camilleri, director of electrification services at **Jaguar Land Rover**, in a statement

"Today's announcement is an important step as we deliver an outstanding charging experience for our all-electric Jaguar clients," Mr. Camilleri said. "Whilst most charging takes place at home, when away from home, our clients want access to fast, reliable and convenient chargers.

"Tesla has created a charging network across the globe that delivers this, and we are delighted to be working with them to provide access for Jaguar clients."

Fueling the future

The agreement is a part of Jaguar's parent company JLR's attempt to push its vehicle fleets toward an electrification transition by 2025 ([see story](#)).

Allowing clients access to more than 12,000 Tesla Superchargers across the U.S., Mexico and Canada, the move furthers Jaguar's commitment to net-zero carbon emissions within the next 20 years.



*JLR is reusing batteries as a part of its "Reimagine" sustainability strategy. Image credit: JLR*

Although cars made before the transition will require an adapter for using Tesla's stations, the add-ons will be supplied on-site, once available. The accessory will also allow for home charging.

As part of the agreement, V3 and V4 Superchargers will be optimized to maximize charging rates for Jaguar models, granting consumers a comparable experience regardless of their car model of choice.

With the announcement, Jaguar joins a number of luxury automakers in creating a stronger baseline for an EV ecosystem in North America ([see story](#)).

---

© 2023 Reliance Relocation Services, Inc. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.