

AUTOMOTIVE

First all-electric Range Rover to arrive in 2024

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A fully electric Range Rover model has entered the prototype testing phase. Image credit: JLR

By LUXURY DAILY NEWS SERVICE

British automaker JLR is gearing up for a landmark release.

After a year of virtual development, the company's first fully electric Range Rover EV has entered the physical prototype testing phase. Consumers can also now join a waitlist for future access to what the brand is calling its quietest electric car yet, which will be released in 2024.

"Since going on sale in 2021 the latest generation Range Rover has set a new benchmark for desirability," said Geraldine Ingham, managing director of Range Rover, in a statement.

"Across the globe, we're seeing the highest levels of client demand in our 53-year history," Ms. Ingham said. "Because of this unprecedented success story, we're now opening the official waiting list for the opportunity to be among the first to place a pre-order for the most anticipated Range Rover of recent times.

"Marking a new era for the Range Rover brand: the original luxury SUV is now available as an all-electric model."

Electric power

Every Range Rover is currently available in hybrid form, though an all-electric option will soon support its catalog.

Those who join the now-open waiting list gain the opportunity to be among the first to place a pre-order.

With performance said to be comparable to a flagship Range Rover V8, the new EV will use the same all-terrain technology that the brand has tapped since 1970.



The company is taking the all-electric vehicle around the world to see how it holds up. Image credit: JLR

For a year, JLR the entity formerly known as Jaguar Land Rover has updated its title following a rebrand earlier this year ([see story](#)) worked on digitally developing the model's multi-body systems analysis, front-end robustness and virtual wading capabilities, which stretch up to 31 miles per hour.

Now, on-road testing has begun. Since more patents are expected to be filed for the new Range Rover EV than any other model before, the prototypes are going through the "most rigorous engineering sign-off programs ever," representatives say.

JLR is taking the car to Sweden, Dubai and beyond to see how it performs in varying extreme temperatures, terrains and conditions. Battery durability, chassis integrity and vehicle dynamics for thermal derating are all being considered.

Thanks to Modular Longitudinal Architecture, an electric platform from Range Rover's parent company, rapid charging will be possible on public networks. Energy partnerships, intelligent technology and software-over-the-air updates will also ensure maximized range and a positive electric experience for owners.

Features developed by in-house experts promise the first all-electric Range Rover will arrive complete with active road noise cancellation capabilities and sound design.



JLR has been boosting investments in sustainable mobility this year. Image credit: JLR

The car will be designed and assembled next to existing mild and plug-in hybrids at the brand's factory in Solihull, U.K.

Its batteries and electric drive units will be put together at JLR's new Electric Propulsion Manufacturing Center in the city of Wolverhampton, built as part of JLR's commitment to drive forward net-zero operational carbon emissions by 2039.

Planning to invest more than \$15 billion over the next five years to upgrade facilities for EV production, a new underbody facility is opening at the plant. The space cost 700 million euros, or about \$764 million at current exchange, to complete.

"We are on target to create the quietest and most refined Range Rover ever created," said Thomas Mller, executive director of product engineering at [JLR](#), in a statement.

"The magic ingredients that underpin the success of Range Rover remain unchanged: timeless, reductionist design, a serene cabin and go-anywhere capability but now offered with zero tailpipe emissions," Mr. Mller said. "And as repeated throughout history, the Range Rover will continue to set the standard.

"Created in the heart of the United Kingdom, the Range Rover Electric will slot into the range alongside its mild hybrid and plug-in

electric hybrid siblings, offering a breadth of options to meet our clients' needs."

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