

AUTOMOTIVE

JLR updating engineering hub in Portland

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*Eighty employees will work out of the new space. Image credit: JLR*

By LUXURY DAILY NEWS SERVICE

British automaker JLR is reinforcing its “Reimagine” strategy with plans in the United States.

A new home has been found for the company’s Portland, Oregon, engineering hub. Opening in the summer of 2024, the 50,000-square-foot, state-of-the-art office will house development for its software and user experience departments.

“I’m super excited to share that we are expanding our software hub in Portland, USA as we grow our global software development capabilities,” said Thomas Mueller, executive director of product engineering at **JLR**, in a statement.

“The new cutting-edge facility is central to developing innovative technology to advance software development and user experience design a key element in how we deliver a modern luxury experience for our clients,” Mr. Mueller said. “There is a wealth of tech skills in Portland which we can explore, ensuring we harness the best talent for JLR.”

New digs

The project renews the company’s commitment to the Portland area, as it originally opened its engineering campus in 2013 as a key part of its global JLR Product Engineering network.

Now, it will move into Redfox Commons, a renovated warehouse space that has garnered several awards since its opening in 2019. Set within the city’s Northwest district, 80 employees will soon work within the refreshed office environment.

*JLR states that the company has established deep roots in Portland’s community, government and nonprofit scenes. Image credit: JLR*

The project is being developed by private real estate investment firm Langley Investment and managed by office rental agency The Instant Group.

"This expansion is an exciting moment for our Portland operation as we continue our work designing the digital space, including user-facing features known and loved by users of JLR's brands and vehicles, and supporting partners on the West Coast," said Blake Lyman, senior director of software engineering & site operations at JLR, in a statement.

"We're proud of the talent at our facility that delivers the latest technology to address critical driving information, infotainment, speech interaction, and more that are of high importance to our customers."

Others in the luxury automotive scene have been making changes on the ground level as well, with British company Aston Martin recently announcing it will add 400 new technicians to its U.K. workforce ([see story](#)).

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