



JAGUAR LAND ROVER

COMPANY INFORMATION



OUR COMPANY



JAGUAR LAND ROVER is the UK's largest premium automotive manufacturing business, built around two iconic British car brands: Land Rover, the world's leading manufacturer of premium all-wheel-drive vehicles, and Jaguar, one of the world's premier luxury sports saloon and sports car marques.

We employ around 29,000 people globally and support around 190,000 more through our dealerships, suppliers and local businesses.

All of our vehicles are engineered and designed in Britain and while we have ambitious plans for global growth, the heart of the business remains in the UK. We have invested billions of pounds in our state-of-the-art production, research and development facilities. In fact, Jaguar Land Rover is the biggest UK investor in R&D in the manufacturing sector and is in the global top 100 for R&D spend. This investment, along with our ongoing support of local communities and encouragement to get young people to seek jobs in engineering, has led to Jaguar Land Rover winning the Responsible Business of the Year Award 2013.

Last year Jaguar Land Rover sold 425,000 vehicles in more than 170 countries – up 19% from the previous year. These figures make Jaguar Land Rover one of the largest exporters by value in the UK, with 80% of our vehicles produced in the UK being sold abroad.

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OUR VEHICLES

THE COMPANY'S VEHICLE line-up consists of six Jaguar and six Land Rover models, ranging from elegant sports cars through to hugely capable SUVs.



XF SPORTBRAKE combines Jaguar's elegance and refinement with great versatility



XJ redefines what a luxury car should be. It's a dramatic combination of beauty, luxury and power



RANGE ROVER
The ultimate luxury SUV



DISCOVERY 4 With seven seats and rugged design, Discovery is always ready for adventure



F-TYPE COUPÉ is a true Jaguar sports car, engineered for high performance and responsive handling



F-TYPE CONVERTIBLE is the natural successor to the E-Type – Jaguar's iconic 1960s sports car



RANGE ROVER SPORT Agile and responsive, the Range Rover Sport excels on-road and off-road



XK is the refined Grand Tourer with the heart and soul of a sports car



XF delivers innovative design, refined engineering and stunning performance



DEFENDER Combining supreme capability and functionality, Defender is the archetypal Land Rover



FREELANDER 2 A versatile town and country SUV, with Land Rover DNA at its heart



EVOQUE The premium compact SUV that's perfect for urban exploration

OUR AWARDS

Jaguar Land Rover won around 200 international awards in 2013. Most were for our products, but we also won for our directors, our business in China, our apprenticeship programmes, our people and our plants.



Number 1 Brand (*J.D. Power Survey, UK*)

F-TYPE

The Golden Steering Wheel Award (*Auto Bild and Bild am Sonntag, Germany*)

World Car Design of the Year

Car of the Year (*2013 Middle East Motor Awards*)

Prime Minister's Award (*Good Design Awards, Korea*)

Good Design Award (*The Australian International Design Awards*)

Sportscar of the 21st Century (*Car & Driver, China*)

Best Car Design (*CAR Awards, Brazil*)

Best Import Cabriolet above 30,000 Euro (*Autozeitung, Germany*)

Best Convertible of the Year (*Auto123.com, Canada*)

2014 Automotive Excellence Award for Design (*Popular Mechanics Magazine, USA*)

Convertible of the Year (*Top Gear, UK*)

XF

Best Executive Car (*Telegraph Motoring Awards, UK*)

XJ

Best Luxury Car (*Telegraph Motoring Awards, UK*)

RANGE ROVER EVOQUE

Best Car 2013 (*Auto Illustrierte, Switzerland*)

Best Compact SUV (*Auto Express, UK*)

RANGE ROVER SPORT

Best Sports SUV of 2013 (*Quattroroute, Italy*)

SUV of the Year (*Top Gear Magazine Awards, UK*)

SUV of the Year 2014 (*Sport Auto, Middle East*)

SUV of the Year
(*Federación Interamericana de Periodistas de Automóviles, Brazil*)

RANGE ROVER

Luxury Car of the Year (*What Car?, UK*)

Best of the Best SUV Category (*Robb Report, USA*)

Best Car Import Category (*Auto Motor und Sport, Germany*)

Technology Award (*Autobild Allrad, Germany*)

Women's Luxury Car of the Year

Best Luxury SUV (*Edmunds.com, USA*)

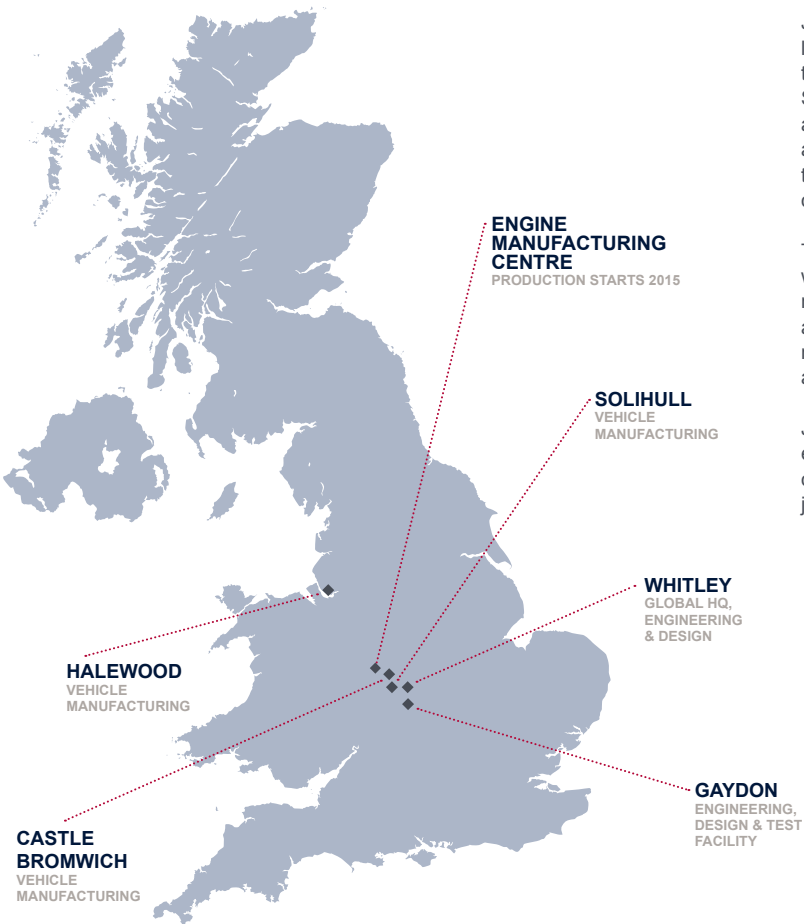
Best Luxury SUV (*Middle East Motor Awards*)

DISCOVERY

4x4 of the Year (*4x4 Australia Magazine, Australia*)

OUR FACILITIES

JAGUAR LAND ROVER is one of the headline-grabbing success stories of manufacturing industry in Britain today. With employee numbers doubling over the last four years, it is also the country's most dynamic automotive business.



Jaguar Land Rover's UK operations take place at five locations, with three vehicle manufacturing plants – two in the West Midlands at Castle Bromwich and Solihull, one near Liverpool in Halewood – and two advanced design and engineering centres at Gaydon and Whitley in the Midlands. It is from these five sites that Jaguar Land Rover currently produces the range of vehicles that sell in over 170 countries.

The company is greatly expanding its UK facilities with a new £500m Engine Manufacturing Centre near Wolverhampton, while large-scale global growth and investment will see the construction of further manufacturing plants in China and Brazil in 2014 and beyond.

Jaguar Land Rover is also regularly investing in its existing UK facilities. The continued expansion at our sites has resulted in a substantial increase in jobs in recent years.

CASTLE BROMWICH VEHICLE MANUFACTURING



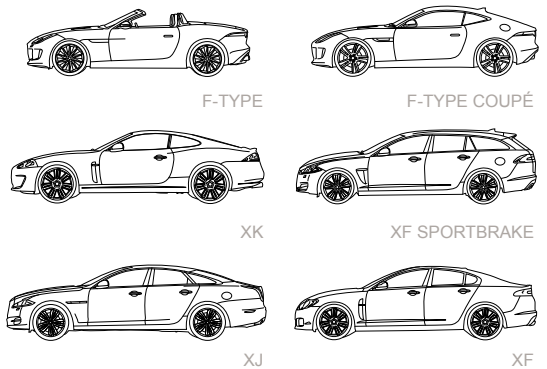
JAGUAR'S CASTLE BROMWICH plant employs over 3,000 people to produce all six Jaguar models: the all-new F-TYPE Coupé and Convertible; the XK grand tourer; and the XJ, XF and XF Sportbrake.

The Castle Bromwich site became a dedicated Jaguar factory in 1980. Today, Castle Bromwich's employees work across a 112-acre site that is home to some of the world's most advanced aluminium body construction facilities and 340 body construction robots. The

facility consists of body shops, paint and final assembly lines for all six models, as well as a press shop which operates 24 hours a day.

In 2012 expansion at Castle Bromwich saw a further 1,200 employees recruited to support the introduction of a second production shift and the launch of the new Jaguar F-TYPE sports car.

The Castle Bromwich plant plays a key role in the community thanks to Jaguar Land Rover's ongoing commitment to investing in people.

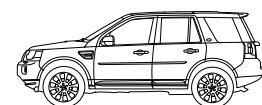


HALEWOOD

VEHICLE MANUFACTURING



RANGE ROVER EVOQUE



FREELANDER 2



THE SUCCESS OF the Range Rover Evoque and Land Rover Freelander 2 has had a major effect on production at Jaguar Land Rover's Halewood manufacturing plant, located on the outskirts of Liverpool.

An increase in demand meant that the factory began 24-hour production, introducing an extra shift in mid-2012. The workforce has also increased to over 4,500, which is three times the number

of employees in 2010.

The Land Rover Freelander 2 started production here in 2006 and a new Land Rover Experience off-road facility was built next to the plant to showcase the 4x4 ability of the new vehicle.

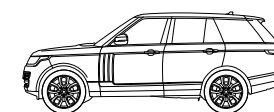
Over £230m has been invested in Halewood between 2010 and 2013, primarily for Range Rover Evoque production, and includes a £5m storage

facility 'kipper rack', which was critical in enabling Halewood to move to 24-hour production. The plant also has its own body press shop and paint shop.

The Halewood plant has received a number of awards in recognition of its growth, investment and contribution to the local economy, especially since the successful launch of the Range Rover Evoque in 2011.

SOLIHULL

VEHICLE MANUFACTURING



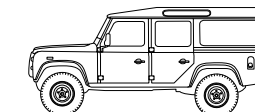
RANGE ROVER



RANGE ROVER SPORT



DISCOVERY 4



DEFENDER

THE SOLIHULL PRODUCTION plant has been the home of Land Rover for more than 65 years and is also Jaguar Land Rover's largest site with over 6,000 employees, who are all busy building the company's unique blend of functional utility and premium SUVs.

The vast 300-acre site is where the Defender, Discovery 4, Range Rover and Range Rover Sport are made and is the centre for the world's largest capacity automotive aluminium plant. Facilities at Solihull include stamping, body-in-white, paint shop, trim and final assembly,

Defender axle and driveline manufacturing, and a Land Rover Experience Centre.

In the last two years the all-new Range Rover and Range Rover Sport – the latest models to go into full production at Solihull – have brought £370 million of new investment to the plant as well as the creation of 2,000 new jobs to support the growth of existing product and the launch of new models. These vehicles bring with them a new world-class manufacturing facility employing the very latest, low-energy, aluminium body construction technologies.

Solihull's Land Rover Experience centre – complete with off-road courses – allows customers to see the extremes to which you can take a Land Rover. The Visitor Centre at Lode Lane is the site's signature entrance and is used as the vehicle handover facility for VIP customers.

Jaguar Land Rover is now investing £1.5 billion to introduce an all-new technically-advanced aluminium vehicle architecture in forthcoming models, beginning with a new Jaguar C/D-segment premium sedan from 2015, which will be produced at the Solihull facility, creating 1,700 new jobs.

GAYDON

ENGINEERING, DESIGN AND TEST FACILITY



An anechoic chamber (above) and Land Rover's design studios are two of the key facilities located at Gaydon

MUCH OF THE innovative design and development for our products takes place at Jaguar Land Rover's advanced research and development centre in Gaydon, Warwickshire. With around 6,000 employees, this high-tech facility has been the nerve centre, initially for Land Rover and now for both brands, since 2000.

The Gaydon site features cutting-edge research and development facilities including a large anechoic chamber for

vehicle refinement testing, an extreme hot and cold climate test facility and extensive test track facilities for all new models, with high-speed braking straights and a variety of on- and off-road surfaces.

Gaydon is also home to Jaguar Land Rover's Virtual Innovation Centre, which combines state-of-the-art virtual and high-end visualisation technologies that work together to greatly increase the efficiency of the product development process,

resulting in products coming to market faster and reducing the requirement for physical prototypes.

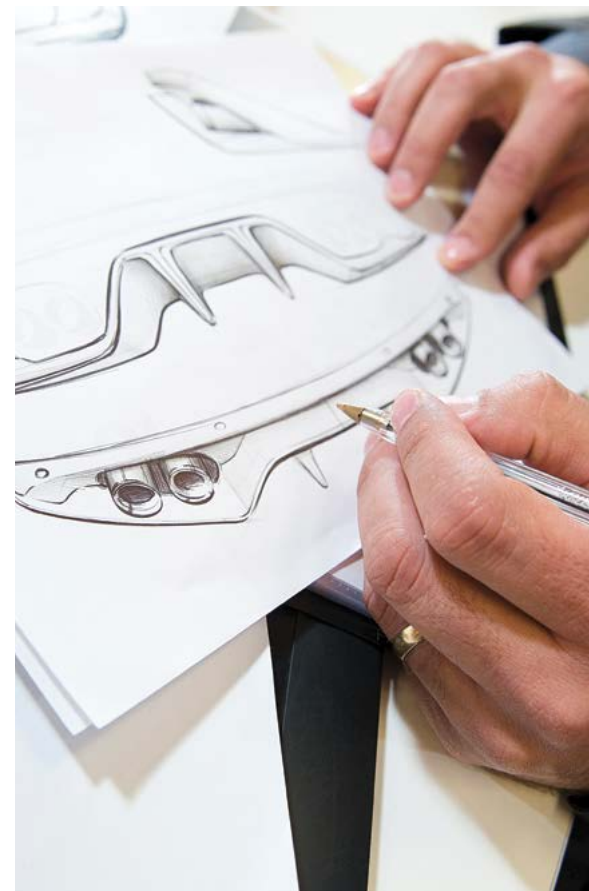
Gaydon is also the home to the Land Rover and Range Rover design studios.

The Jaguar Land Rover centre at Gaydon sits alongside the British Motor Industry Heritage Trust's Heritage Motor Centre, whose displays include numerous historic Jaguar and Land Rover vehicles.



WHITLEY

GLOBAL HEADQUARTERS, ENGINEERING AND DESIGN



Jaguar's design and advanced design departments, as well as the global HQ building, are based at the Whitley facility

WHITLEY, ON THE outskirts of Coventry, became home to the global headquarters of Jaguar Land Rover in 2011, with a stylish new building constructed to serve the purpose.

This extends a facility which first became an engineering centre in 1987, then just

for Jaguar and more recently for both the Jaguar and Land Rover brands.

Key development work continues here, including an advanced powertrain engineering facility, and the site also includes the Jaguar design and advanced design departments.

Altogether, more than 4,000 people are employed at Whitley.

The facility also houses the board of directors and is where most of Jaguar Land Rover's corporate operations can be found, including finance, human resources, PR, purchasing and sales and marketing teams.

EXPANDING GLOBAL MANUFACTURING



£500 million

£500 million is being invested into developing the new Engine Manufacturing Centre's site near Wolverhampton.

ENGINE MANUFACTURING CENTRE WORLD-CLASS NEW PLANT

WHEN IT STARTS FULL production in 2015, Jaguar Land Rover's Engine Manufacturing Centre will be one of the most advanced of its kind in the world. Based in the heart of the UK at i54 South Staffordshire – between the company's three other manufacturing sites at Halewood, Castle Bromwich and Solihull – it is the first new plant that Jaguar Land Rover has built from the ground up. Total investment in the site stands at more than £500 million and the programme will create almost 1400 jobs by the time the plant reaches full capacity.

The facility will manufacture the first

family of premium, advanced technology engines to be entirely designed and built in-house by Jaguar Land Rover for exclusive use in the company's future vehicles.

A new Jaguar sedan, debuting in 2015, will be the first vehicle to be equipped with these four-cylinder engines.

As well as bringing Jaguar Land Rover's engine supply back to its production doorstep, EMC will provide significant resource that will support continued innovation. The plant will also create a further 3,500 highly skilled manufacturing jobs in the supply chain and the wider UK economy.



Jaguar Land Rover CEO Dr Ralf Speth (left) and Chairman and CEO of Chery Automobile Mr Yin Tongyao celebrate the joint venture

CHINA AND BRAZIL

JOINT VENTURE WITH CHERY AUTOMOBILE AND EXPANSION IN BRAZIL

NOW THE WORLD'S LARGEST car market, China is the location for a new factory in Changshu, which will be a joint venture between Jaguar Land Rover and its Chinese partner, Chery Automobile.

Set to open in 2014, the site will include a new research centre and engine production facility and will build a range of different Jaguar Land Rover vehicles tailored specifically for the Chinese market.

The £1.15 billion investment will benefit both the UK and Chinese economies by blending together the heritage and experience of premium vehicle manufacturer Jaguar Land Rover with the intricate knowledge and understanding of Chinese customers evident at Chery.

Construction of Jaguar Land Rover's Brazilian plant, in the city of Itatiaia, will start in 2014



Announced at the end of 2013, Jaguar Land Rover's planned expansion into Brazil is the next major step in the company's strategy to increase its global manufacturing footprint and create additional capacity. An agreement signed with the State of Rio de Janeiro will see a Jaguar Land Rover manufacturing facility based in the city of Itatiaia.

Construction of the manufacturing facility will commence in mid-2014 with the first vehicles set to emerge during 2016.

Initially, the plant will employ almost 400 people. This number is expected to almost double by the end of the decade. This new manufacturing facility will also create additional jobs across the local supply chain network.

OUR PEOPLE

JAGUAR LAND ROVER is the UK's largest automotive employer, with the company's greatest asset being its people. Thanks to our focus on employee benefits, learning and development, we are recognised as an employer of choice.

The company's worldwide workforce is expected to grow by some 11% during the financial year 2013/14, to around 29,000 people.

Our HR vision and strategy is carefully designed to support long-term business goals. As the company's Safety Commitment states: 'Our greatest asset is our people, nothing is more important than their well-being'. Strong foundations have been laid for a culture committed to innovation, quality and collaboration.

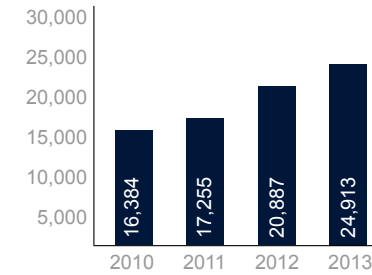
Jaguar Land Rover is committed to equal opportunities, inclusion and promoting diversity, with zero tolerance of any form of discrimination.

Improving the gender balance is a priority at Jaguar Land Rover, which offers a development programme for women and operates the well-regarded Engineering Network for Women, now in its 12th year, and the Women in Engineering Sponsorship Scheme for female undergraduates interested in engineering careers.

The company was awarded the 'Two Ticks' symbol in recognition of its actions to employ, keep and develop the abilities of disabled staff. Diversity Councils span the organisation, bringing policy to life, and best practice is recognised at the annual Diversity + Inclusion Awards event, now in its eighth year.



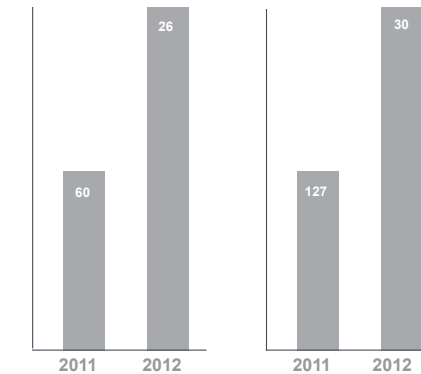
AVERAGE UK STAFF NUMBERS



CLIMBING THE GRADUATE LEAGUE TABLES

The Times Top 100 Graduate Employers

The Guardian Top 300 Graduate Employers



98%

Staff retention reflects employee loyalty

Jaguar Land Rover offers employees a unique value proposition, with the opportunity to work for premium iconic brands in one of the most successful companies in the UK, with competitive pay and industry-leading benefits. Employees are proud to work for the company and are passionate about its products, with the 78% favourable level of engagement well above the UK average and 1.9% staff turnover in 2012 reflecting loyalty and long service.

The company invests heavily in employee learning and development, to the tune of £20.1 million in 2012-13. Jaguar Land Rover has partnered with universities, colleges and specialist trainers to create industry-leading programmes. Besides technical accreditation schemes and the expansion of a pioneering education programme aimed at boosting the skills of engineers working within the automotive supply chain and other high-tech industries, Jaguar Land Rover is strengthening its leadership capability, delivering more than 2,500 leadership programmes and 500 managerial skills programmes in 2012. Academies, which will allow the company to integrate online and classroom learning, are being implemented to provide a clear learning standard and a coherent way for employees to plan their careers.

Jaguar Land Rover encourages future generations to seek a career in the automotive industry, and offers industry-leading apprenticeships. The company recruited 149 apprentices and 273 graduates in 2013. It has also promoted the Government's Science, Technology, Engineering and Mathematics (STEM) agenda, as well as engineering careers, to 200,000 young people. In 2012, Jaguar Land Rover was ranked 26th in The Times Graduate Employer Top 100 and 30th in The Guardian Top 300 Graduate Employer indices – a rise of 34 and 97 places, respectively, over the previous year.

OUR TECHNOLOGY

JAGUAR LAND ROVER continues to invest in the significant transformation of its engineering capabilities as it develops the next generation of premium vehicles for customers worldwide.



.....
Exploded view of epicyclic gear sets and final drive gear on the world's first nine-speed gearbox which made its debut in the Range Rover Evoque

The company is embarking on an unprecedented investment in product creation and capital investment, spending billions of pounds on a programme which will see 40 new or updated models introduced over the five year period from 2011.

To deliver these new products, along with the advanced technologies which drive them, Jaguar Land Rover is expanding its engineering resources and developing its engineering facilities globally and adopting state-of-the-art virtual engineering tools. These enable exciting new vehicles and technologies to be brought to market quicker, more efficiently, and with improved quality, durability and reliability.

Incorporating knowledge from leading-edge high-tech industries like aerospace and motorsport, these new virtual engineering methods are revolutionising the way vehicles are developed, harnessing massive computing power to deliver levels of performance and quality which simply could not be achieved using traditional processes.

With the accelerating need for new technologies to create the desirable new products which consumers around the world demand, Jaguar Land Rover has focused special attention on a number of key areas of advanced research and technology including connectivity, electronics and entertainment systems, and both conventional and hybrid powertrains.

WE CONTINUE TO INVEST IN NEW TECHNOLOGIES, NEW ARCHITECTURES AND NEW PRODUCTS IN ORDER TO DRIVE FUTURE GROWTH. THIS YEAR WE ARE INVESTING BILLIONS IN NEW PRODUCTS, INCREASED CAPACITY AND FUEL-EFFICIENT TECHNOLOGIES.



WORLD LEADERS IN ALUMINIUM

LIGHTWEIGHT CONSTRUCTION BRINGS MULTIPLE BENEFITS

JAGUAR LAND ROVER has pioneered the use of aluminium in its vehicle structures now for over a decade. Aluminium offers multiple benefits: it saves weight and thus improves fuel efficiency and its lower mass allows better driving dynamics.

Our new Range Rover and Range Rover Sport directly benefit from this aluminium structure. Each is over 400kg lighter than its predecessor. For all their luxury, technology and off-road capability, each weighs no more than some C/D segment sedans. A 169g/km CO₂ Range Rover is significant progress from even five years ago. Similarly, with the new Jaguar F-TYPE Coupé, our engineering team created the most rigid Jaguar body structure ever to provide the perfect basis for a focused performance car. Lightweight aluminium architectures are an area in which Jaguar Land Rover will continue to excel and innovate.

In September 2013 we unveiled our advanced aluminium architecture which will form the basis for future Jaguar Land Rover products, starting with an all-new, mid-size Jaguar sports sedan. This modular and scalable vehicle architecture will be high-strength, lightweight and our most aluminium intensive structure to date.

These lightweight vehicles will be complemented by a new family of premium, lightweight, low-emission, four-cylinder petrol and diesel engines which will complement the aluminium intensive construction of the company's award-winning products, continuing Jaguar Land Rover's leadership in this area.

420

The reduction in weight in kgs of the new Range Rover compared to the previous model

ENGINEERING VEHICLES IN THE VIRTUAL WORLD

HOW COMPUTER SIMULATIONS HELP WITH VEHICLE DEVELOPMENT

JAGUAR LAND ROVER'S virtual innovation centre brings together state-of-the-art virtual and high-end visualisation technologies. This increases the efficiency of the product development process – resulting in faster time to market, and less investment in physical prototypes – and helps us to achieve more robust results than traditional physical engineering, design and testing.

The Virtual Reality Ergonomics laboratory is a dedicated ergonomics facility, using virtual reality simulations to optimise vehicle interior ergonomics and manufacturing or dealer servicing processes. It is equipped with two head-mounted displays which enable the user to be totally immersed in the vehicle environment, as well as digital motion-capture technology to help optimise vehicle ingress/egress or manual processes.

Another key innovation in Virtual Realisation is Jaguar Land Rover's driving simulator, which was introduced in 2013 to support the development of driving dynamics and noise, vibration and harshness (NVH) performance. This enables engineers developing new chassis concepts and systems to test the performance of the proposed design in a realistic driving environment with typical Jaguar or Land Rover driving positions. This capability offers engineers a more comprehensive pre-prototype development phase and faster issue resolution.



RAPID PROTOTYPING

3D PRINTING IS A KEY ENABLER FOR RAPID PRODUCT CREATION

JAGUAR LAND ROVER began utilising 3D printing technology in 1992 and now operates one of the UK's largest installed 3D printing capabilities. 3D printing enables functional prototypes to be produced in a variety of materials directly from a virtual design. Traditionally, prototype parts took weeks or months to produce; in some circumstances 3D printing has reduced this to a matter of hours.

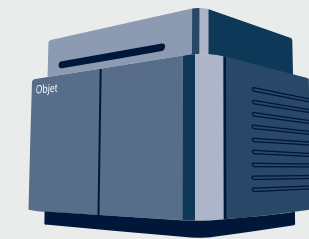
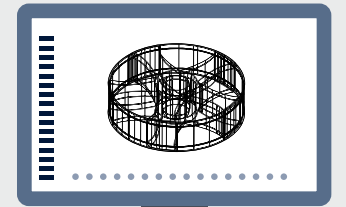
Jaguar Land Rover uses four different 3D printing technologies; Selective Laser Sintering, Stereolithography, Polyjet and Fused Deposition Modelling. Through these technologies in excess of 50,000 components and models are produced each year. It is possible to print parts up to almost a metre long, meaning large components such as interior door trims or rear diffusers, as seen on the F-TYPE R Coupé, can be printed in a timeframe that would be unachievable by conventional methods.

Many of the 3D printed parts are fitted directly to prototype vehicles which are sent around the world for test and development purposes. The variety of materials the rapid prototyping department offers allows engineers to tailor their prototype part to suit the test environment.

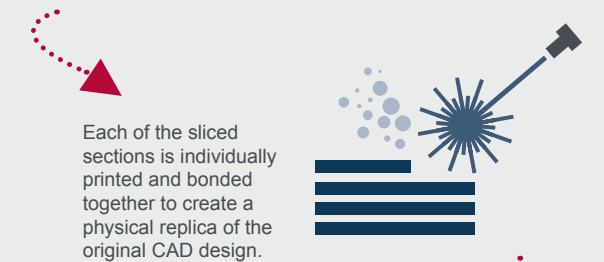
3D printing over the last 22 years has become an essential tool and touches every aspect of the product creation process, from early design iterations through to engineering prototypes and on to manufacturing aids on the production line at all of Jaguar Land Rover's manufacturing facilities.

HOW RAPID PROTOTYPING WORKS

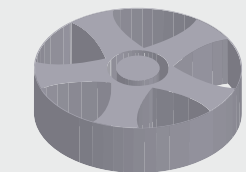
A three-dimensional object is modelled by a designer using a computer-aided design system (CATIA).



A copy of this data is sent to a 3D print machine. In software the design data is sliced into thin sections.



Each of the sliced sections is individually printed and bonded together to create a physical replica of the original CAD design.



Once the part has been printed a small amount of post-processing is required in order to clean the part ready for use.

OUR INNOVATIVE FUTURE

JAGUAR LAND ROVER announced in early 2011 that it would deliver 40 significant product actions in the next five years. We have already launched a number of all-new vehicles, from the new Range Rover and Range Rover Sport to the all-new Jaguar F-TYPE model. We've also introduced new driving technologies – with new four- and six-cylinder petrol engines in Jaguar and Land Rover products as well as a new nine-speed transmission and active driveline in the Range Rover Evoque – and the world's first diesel hybrid SUV. All-Wheel Drive has also been introduced to Jaguar XJ and XF for the first time.

As the UK's biggest investor in automotive research and development, Jaguar Land Rover is leading the way in developing innovative new solutions in several key areas. Major advances are currently being made in powertrain development and the use of hybrids, electronics and entertainment, and further into the future, technologies such as driverless vehicles.

We also aim to improve existing technology, to evolve interiors and exteriors, discover new energy storage and transmissions solutions, and to enhance performance and the use of lightweight materials. These developments are informed by Jaguar Land Rover's overall strategy of looking continually to reduce CO₂

emissions and be completely carbon neutral by 2020.

To create an environment that will result in such progressive ideas and successes, Jaguar Land Rover partners with a range of leading companies, such as Williams Advanced Engineering, who offer their own expertise. This is complemented by a plan to educate and develop engineers at home and abroad, partnering with schools, colleges and universities, forging an alliance with the Warwick Manufacturing Group (WMG) at Warwick University. With such a major focus on development, the company is enhancing its status as a world leader in innovation and technologies of the future.



The hybrid Jaguar C-X75 prototype has been jointly developed with Williams Advanced Engineering

HYBRID ENGINEERING

JAGUAR LAND ROVER DRIVES THE LATEST IN ADVANCED TECHNOLOGY

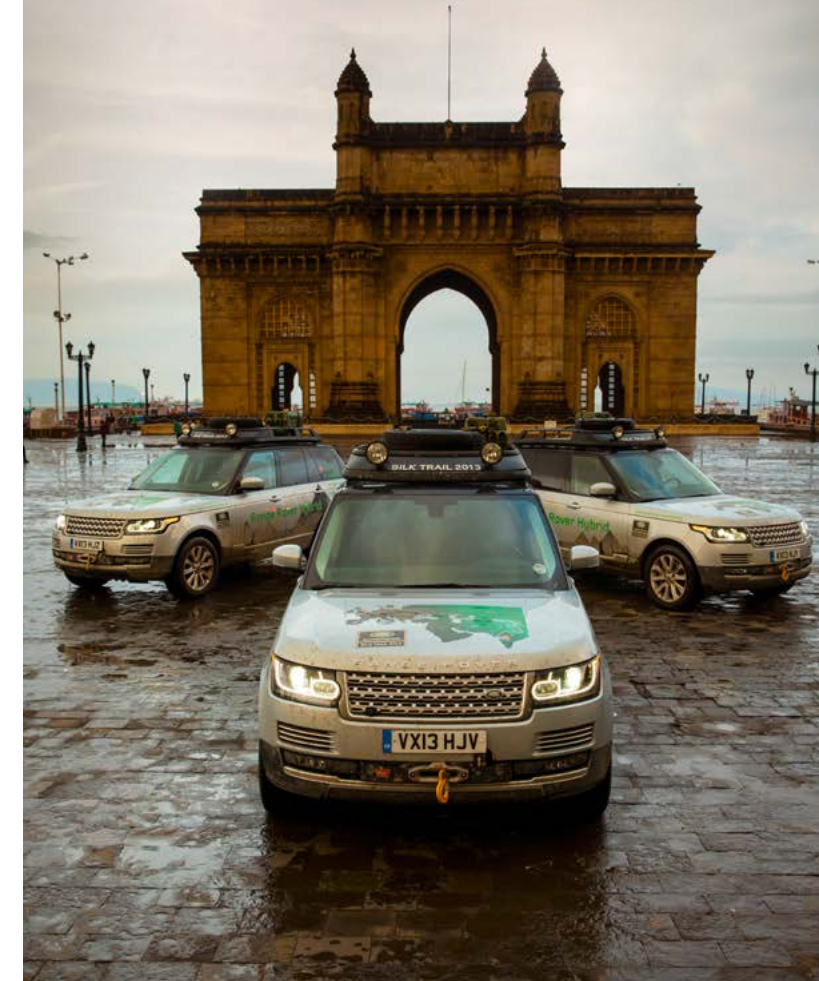
JAGUAR LAND ROVER is developing new engines, new materials, 'green' and lightweight technologies. As well as intensive work on lightweight vehicle technologies, Jaguar Land Rover is also focusing on powertrains for the future.

There is no single solution to cleaner, greener vehicles and Jaguar Land Rover is investing in a range of future powertrain solutions that will develop both the internal combustion engine and alternative powertrains.

As well as hybridisation and electrification, we are working across a range of technologies including methods of making engines more compact and lightweight, improving the fuel-injection systems to enhance economy, reducing the friction in gearboxes and finding ways to harness more of the energy lost in exhaust and cooling systems.

We recently launched the world's first SUV diesel hybrid in Range Rover and Range Rover Sport and have a number of research projects underway for a future mild-hybrid and plug-in hybrid.

Three brand new Range Rover Hybrids were put through their final engineering sign-off drive on a gruelling 9,950-mile endurance expedition. The epic journey followed the route of the ancient Silk Trail, leaving the UK in August 2013 and travelling overland through Europe, Russia and Asia to India where the three vehicles arrived, unscathed, in mid-October.



RESEARCH PARTNERSHIPS

COLLABORATION AIDS TECHNOLOGY DEVELOPMENT



Engineering and Physical Sciences Research Council



The vision for the new NAIC campus at the University of Warwick



JAGUAR LAND ROVER is strengthening its engagement with the world's foremost technology businesses and academic bodies by leading a significant number of research projects investigating a range of technologies from new materials to future powertrain solutions.

We are involved in a consortium with MIT AgeLab, DENSO and Touchstone Evaluations that aims to reduce the potential for driver distraction in future vehicles' human machine interface (HMI) systems by developing methods for measuring the demands made on drivers by the latest HMI technologies.

Jaguar Land Rover and Intel have already begun work on multiple levels across engineering, research and marketing as Jaguar Land Rover progresses its ambitions to deliver the best in-car infotainment experience. A new Open Software Technology Centre in Portland, Oregon, USA, which will open in 2014, will complement the established Jaguar Land Rover infotainment team based at the company's product creation facility in Gaydon, UK.

The Portland technology centre will also foster long-term research projects – including electrification, smart and connected cars and HMI – that will be undertaken by the Jaguar Land Rover R&D team at the new National Automotive Innovation Campus (NAIC) at the University of Warwick when it opens in 2016. The NAIC is designed to create a large-scale collaborative research environment, bringing academics from the UK's leading universities together with researchers and engineers from Jaguar Land Rover and the company's supply chain, in a single, multi-purpose, state-of-the-art research facility.

EXTREME WEATHER TESTING

Jaguar Land Rover now has five extreme weather test facilities worldwide, including a new engineering test centre in Dubai which will conduct extreme hot-weather vehicle testing, and a new winter test facility in International Falls, Minnesota, which includes cold testing chambers, snow-covered test surfaces and a frozen lake.



OUR WIDER COMMUNITY

FOR JAGUAR LAND ROVER, building vehicles is only part of the story. The company is also committed to playing an active and responsible role in every community that we operate in, teaming up with schools and colleges, looking to offset our CO₂ emissions and address environmental concerns, and assist many other causes through a number of charitable initiatives.



Jaguar Land Rover is the only UK automotive company to achieve a Platinum Big Tick in the Business in the Community (BITC) Corporate Responsibility Index 2013 and was awarded Responsible Business of the Year 2013 by BITC.

Jaguar Land Rover is also involved in a number of schemes that help to encourage talented young people to become the next generation of engineers and technologists to sustain the business over the long term.

As well as the Land Rover 4x4 in Schools and F1 in Schools Technology Challenges, the Jaguar Maths in Motion Challenge is an annual competition for children aged nine and upwards that engages students in an exciting and motivating mathematics-based project whereby they work together to design and race virtual vehicles.

Jaguar Land Rover is also committed to the education and training of its employees in order to build a stronger, more qualified workforce. In 2013 Jaguar Land Rover provided 42,425 days' training, including courses on health and safety, management and leadership, technical skills and personal skills such as time management and how to influence people.

Our educational commitments are matched by an ambitious Environmental Innovation initiative, which plans to build on the progress already made by the company in reducing its environmental impact, and contributing to society by investing in related local and global projects.

17,000 **1,000**

The hours donated by our employees towards volunteer projects.

The number of UK schools that entered Jaguar Land Rover's education programmes.



TAKING THE INITIATIVE

JAGUAR AND LAND ROVER SUPPORT DIVERSE ACTIVITIES FROM SPORT TO HUMANITARIAN AID

JAGUAR HAS SUPPLIED technical support vehicles to Team Sky since its inception in 2010 and in January 2014 the company became an official partner of Team Sky. Additionally, as an 'innovation partner' of the world's leading cycling team, Jaguar will provide design and engineering resources to further enhance the team's performances. The Jaguar logo will feature on Team Sky's race jersey and replica kit for the first time this year.

The Jaguar Academy of Sport aims to nurture and inspire excellence and boasts an incredible line-up of sporting legends, from Jessica Ennis to Sir Steve Redgrave, who work with the Academy in order to help talented young people achieve their goals.

As well as extending its support of the International Federation of Red Cross and Red Crescent Societies (IFRC) for a further five years from 2014, Land Rover UK recently provided three Discovery vehicles to support British Red Cross teams in reaching vulnerable people affected by the floods in the Thames Valley and Somerset Levels.

Land Rover's partnership with the Red Cross stretches all the way back to 1954, when Land Rover supplied a Series 1 Defender to the British Red Cross in Dubai for use as a mobile dispensary.

Land Rover has also been a supporter of The Scott Expedition, British explorer Ben Saunders' successful mission to make a return journey on foot from the coast of Antarctica to the South Pole more than a century after Captain Robert Falcon Scott's historic attempt. The 1,800 mile trek – the longest unsupported polar expedition ever made – took Saunders and fellow adventurer Tarka L'Herpiniere a gruelling 105 days to complete.



OUR APPROACH TO RESPONSIBLE BUSINESS

TAKING A 360-DEGREE approach to sustainability, and reducing the impact on the environment, is at the forefront of our thinking.

Jaguar Land Rover is committed to greatly reducing its environmental impact and growing its business responsibly. Guided by the Sustainable Development Policy, we take a 360-degree approach to sustainability, at every stage of business operations and across the product lifecycle.

Jaguar Land Rover launched its key Environmental Innovation strategy in 2009 to cut the impact of its products. This 'whole-life' planning seeks to reduce both tailpipe and manufacturing CO₂ emissions at every stage – from product design, raw materials, production and transport of components to factories, manufacturing, transport of products to customers, product use, and the end of the vehicles' life.

Since 2007, Jaguar Land Rover has reduced operational CO₂ by 21%. We have achieved a 23% reduction in tailpipe emissions from our vehicles, a 75% reduction in waste to landfill per vehicle, reduced water use by 17% per

vehicle and lowered carbon emissions from logistics by 18% per vehicle.

The implementation of efficiency measures has included the equipping of the R&D centre at Whitley with 1.17MW photovoltaic panels, lowering its reliance on fossil fuels.

Using powertrain efficiencies, aerodynamics and lightweight materials, we create vehicles that use resources efficiently and can be recycled as much as possible at the end of their life. We are also developing hybrid and electric vehicle technologies that could dramatically reduce emissions in the future.

Jaguar Land Rover's commitment to the environment continues, with the 2020 Sustainability Roadmap clearly defining the road ahead. With the necessary building blocks in place to shape our future, we are firmly on a path to sustainable growth.



Our Strategy

Our sustainability strategy takes a holistic view of our business and is underpinned by our corporate values of integrity, understanding, excellence, unity and responsibility.

With both our natural and social environments in mind, this strategy is based on what our stakeholders have told us are the most important issues to them, how we can best respond to global trends, and where we can have the biggest impact.

We are focusing on environmental innovation and collaboration to drive improvements in the sustainability of our products and business operations, and to optimise our social contribution through advancing knowledge and improving lives.

Changing the mindsets and behaviours of both our people and our customers will play a pivotal role in driving these forward.

We have set ambitious targets for 2020 and to help achieve these, our strategy is supported by a roadmap which provides clear milestones for each area of the business, building on the progress we have already made to date.

RECOGNISING OUR EFFORTS

JAGUAR LAND ROVER HONOURED FOR ENVIRONMENTAL AMBITION AND DRIVE

JAGUAR LAND ROVER's commitment to reduce its environmental impact, and its continued focus on developing programmes such as the Environmental Innovation strategy, has been recognised for its vision and awarded for its efforts.

Having received the coveted Platinum Big Tick Award for outstanding sustainable business approach by Business in the Community (BITC) in April 2013, Jaguar Land Rover was awarded the highly acclaimed Responsible Business of the Year Award three months later.

This prestigious award recognises our commitment to embedding sustainability across every aspect of our business and our significant achievements in a number of key areas, such as our attention to sustainability at each stage

of our products' life cycle, developing relevant skills and interest in engineering among young people and our investment in research and technology for a more sustainable future.

And while the company as a whole has been recognised for its environmental achievements, the development of Jaguar Land Rover's vehicle manufacturing sites has also been acknowledged with the Excellence In Environmental Management Award. This was given for the various environmental improvements put in place, with a particular focus on Solihull's production plant operations.

It is this recognition that shows Jaguar Land Rover is taking significant strides in the right direction to create a company that is not just recognised for its world-class production of vehicles, but for its commitment and willingness to rise to the challenge as part of the responsible business movement.



OUR HISTORY

JAGUAR LAND ROVER is a company that brings together two much-loved, highly prestigious British vehicle brands. After Tata Motors acquired Jaguar and Land Rover in 2008, it united the two marques into a single company whose success has flourished, with memorable vehicles and innovative technologies that add to a long-lasting legacy.

The origins of Jaguar can be traced back to a company that began by making motorcycle sidecars in 1922. The Swallow Sidecar Company, co-founded by William Lyons, later started building automobiles and moved to Coventry, switching its name to Jaguar after the Second World War. It produced premium saloons and sports vehicles, including the legendary XK120.

Around this time, Rover started to develop a new all-terrain vehicle, designed by Maurice Wilks. Lightweight and rustproof, the first Land Rover was clad in aluminium alloy, due to the post-war steel shortage. It introduced 4x4 capabilities to road vehicles and was soon adopted by a wide variety of users from farmers to explorers.

Jaguar's reputation was enhanced around the world by its motorsport success in the 1950s, winning the Le Mans 24 Hours race no less than five times in that decade – twice with a C-Type in 1951 and 1953, and then with a D-Type in 1955, 1956 and 1957. In 1961 the company launched what became perhaps the most iconic sports vehicle of all time, the E-Type.

To meet an increasing demand for recreational off-roaders, the Range Rover made its debut in 1970. Then, as the Range Rover became seen as more

upmarket, the Land Rover Discovery was launched in 1988 as a third model in the range.

Meanwhile Jaguar merged with a succession of major manufacturers in the British automotive industry, then became independent again in the 1980s before being purchased by Ford in 1989.

Land Rover was bought by BMW in 1994, which expanded the range further by introducing the Freelander. Land Rover then re-joined Jaguar under Ford ownership in 2000, with the two companies becoming ever more closely linked over the next few years, sharing engineering knowledge and facilities.

In 2008, the two were bought by Tata Motors, India's biggest vehicle maker, and officially joined together as one company in 2013. Sales and profits have risen year on year since 2009.

As for the future, Jaguar Land Rover is focused on sustainable and profitable growth, expanding both its product range and presence around the world and investing heavily in new products and advanced technologies to serve its growing global customer base.



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