

Jaguar Land Rover: Under power

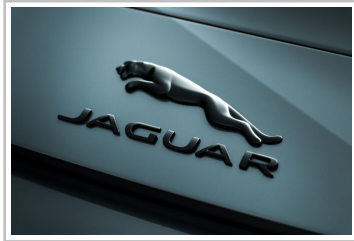
Von Frank Wald

Jaguar Land Rover (JLR) has big things in store. As early as next year, the sports car division wants to reinvent itself as an all-electric brand. The first completely redesigned Jaguar is to be a four-door GT with 800-volt on-board technology and a range of up to 700 kilometers. The luxury liner, costing at least 150,000 euros and with what is described as "higher performance than any previous Jaguar", is to be unveiled at the end of the year. Before then, the first all-electric Range Rover will be launched, for which a considerable waiting list is said to have already been created.

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To achieve this, JLR is investing over 17.5 billion euros in production, vehicle programs and innovative technologies over the next five years. In addition, the Halewood plant will be completely converted to electric production. Positive turnover and sales figures in 2023 already show the success of this strategy. (aum)

Images for article



Jaguar logo.

Photo: Autoren-Union Mobilität/JLR



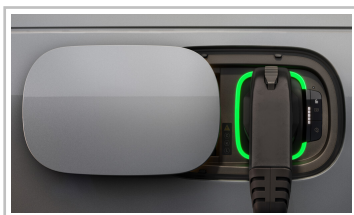
Jaguar F-Type.

Photo: Autoren-Union Mobilität/JLR



Details of the Range Rover electric.

Photo: Autoren-Union Mobilität/JLR



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