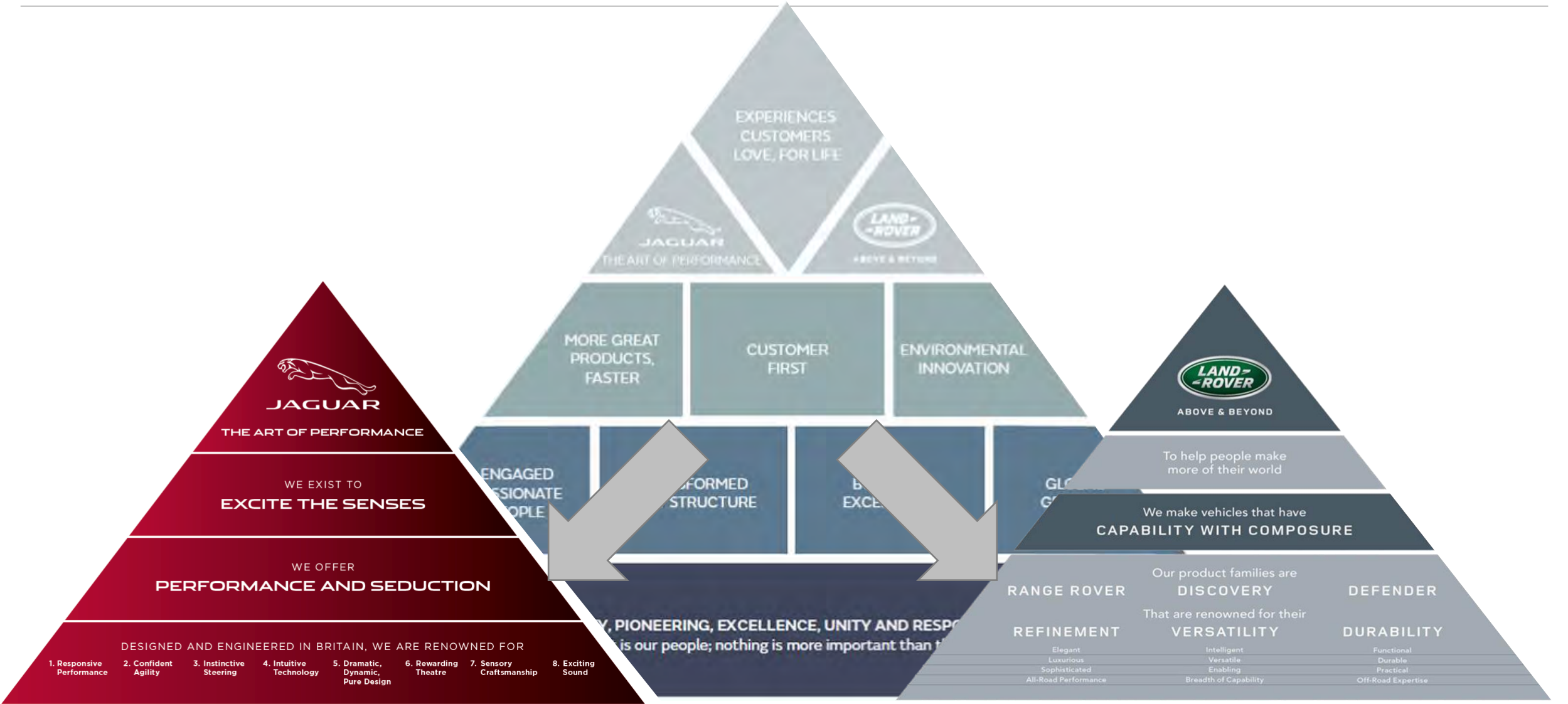


JAGUAR LAND ROVER BRAND STRATEGY

Our Brand Structure



JAGUAR LAND ROVER BRAND STRATEGY

Distinction and Synergies



Distinction

Design

Product Attributes

Positioning

Communications

Commonality

Research & Development

Platform

Manufacturing

Logistics

Retailers

JAGUAR LAND ROVER BRAND STRATEGY

Distinction and Synergies



The Velar is the most stylish Range Rover in the line-up... It's still bristling with tech but the Velar is a designed car.

AutoExpress

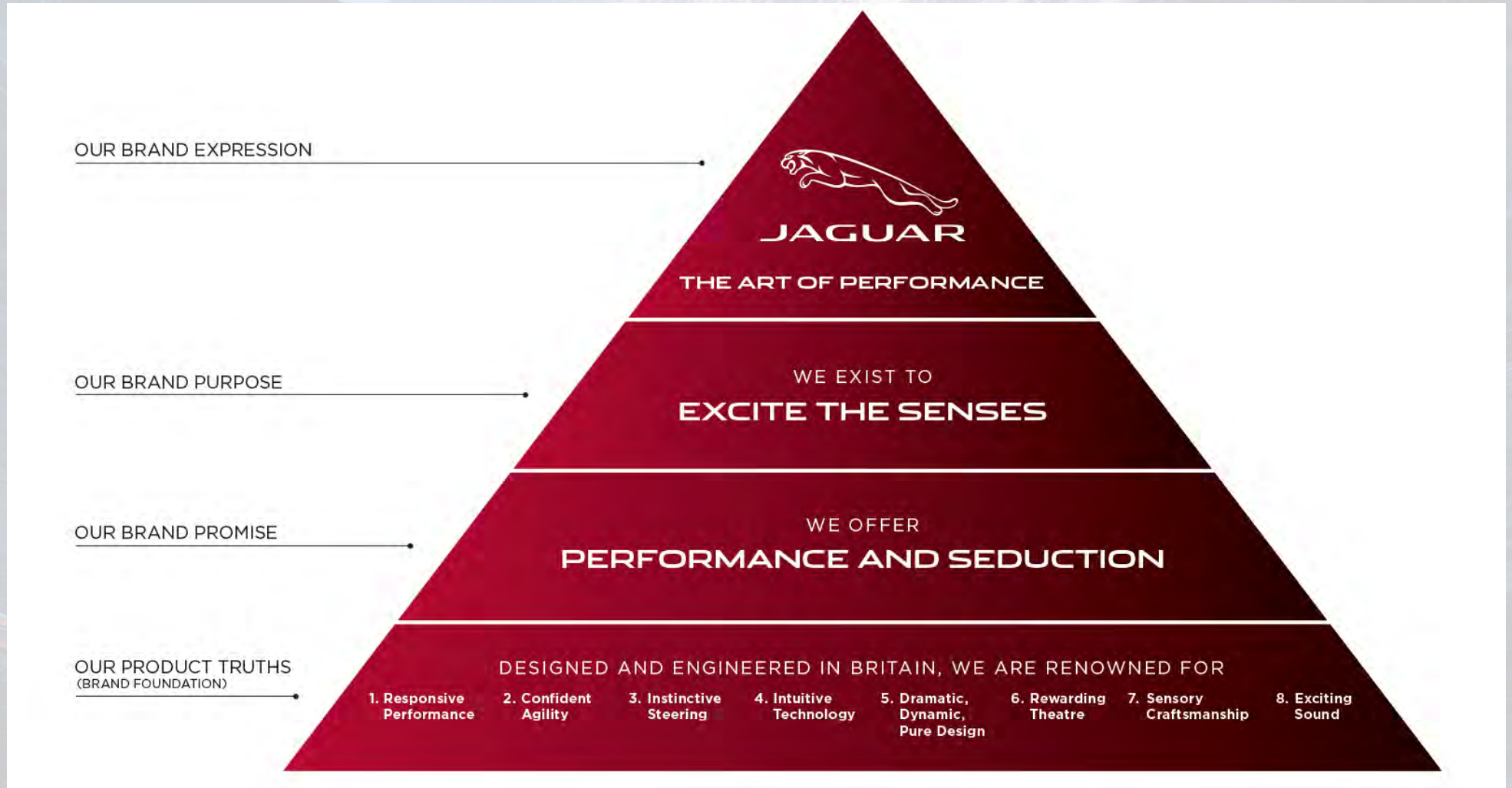


When you get out into the countryside..., the F-Pace comes into its own! ...handles as well as its saloons ...feeling responsive and direct

CarKeys



Jaguar Vision: To Be The World's Performance Brand Of Choice



THE ART OF PERFORMANCE

Customer Emotional End Benefits of Ownership



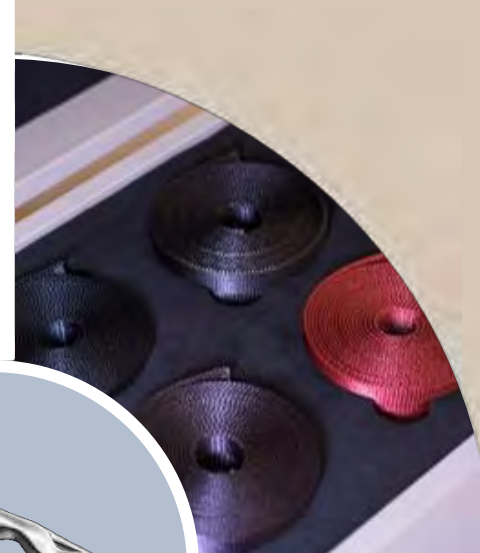
ENGAGED

leaves me feeling
excited, stimulated and
connected



INDIVIDUAL

leaves me feeling
empowered,
recognised and unique



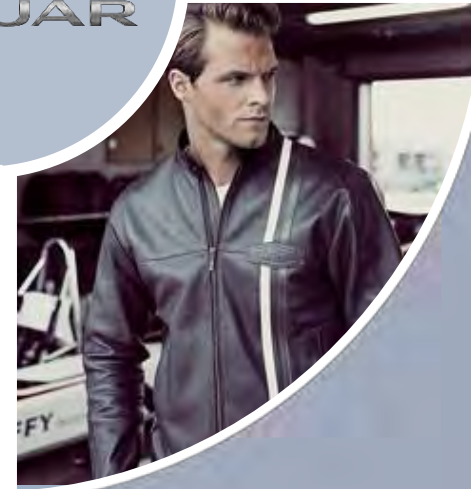
COURTEOUS

leaves me feeling
Sophisticated, civilised and well-
mannered



CHIC

leaves me feeling
well-dressed, elegant
and contemporary



Our Campaign Platform



KEY CONSUMER INSIGHT

“I want an exciting life; one I remember and am remembered for. Not one where I am bound just by what is expected of me”



THE ART OF PERFORMANCE

CREATIVE TERRITORY

SHOW YOUR EDGE

We'll help people to break free from societal conventions, so they can express their individual 'edge' and live a life less ordinary

LR Vision: To be the World's Premium SUV Brand of Choice

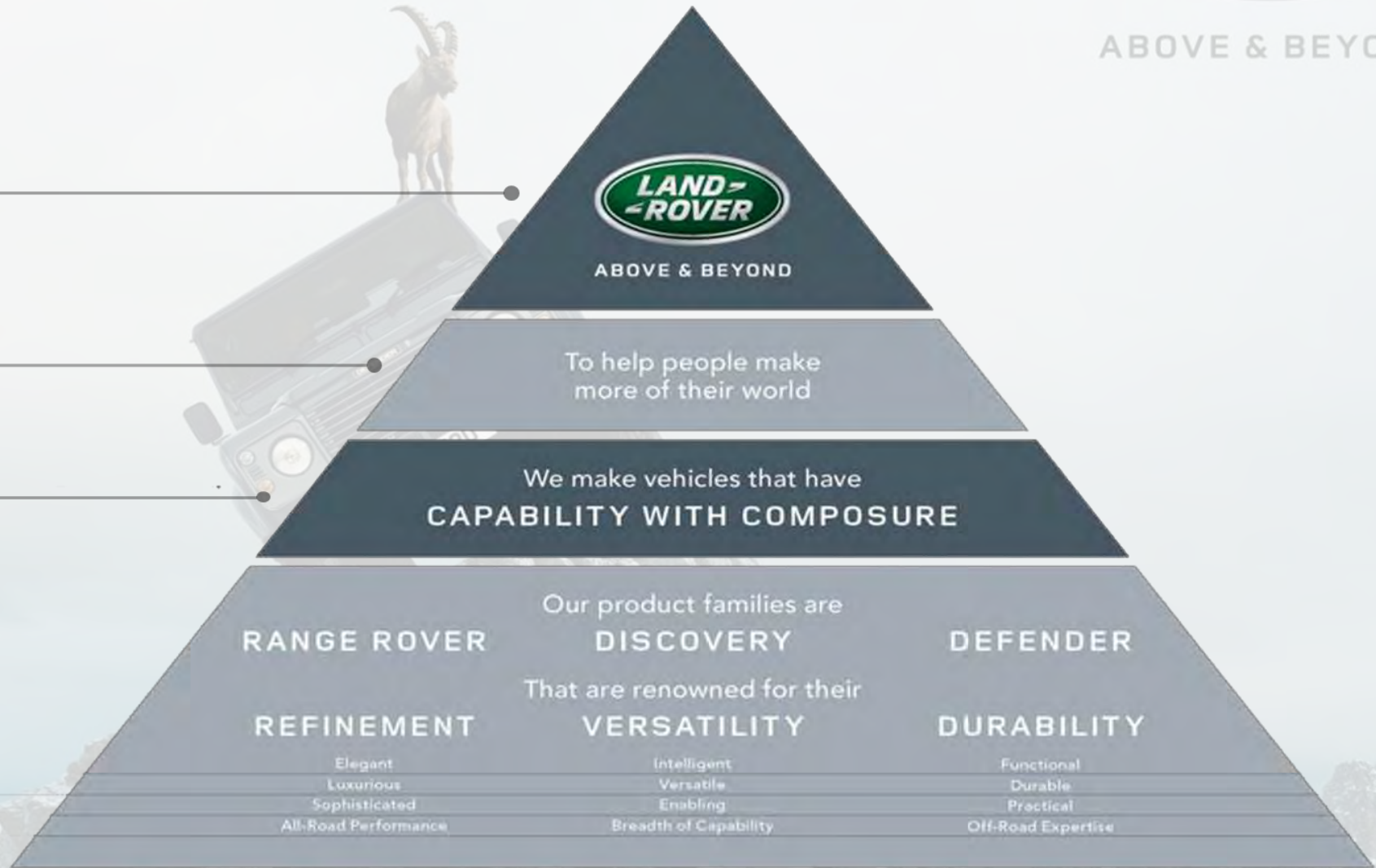


OUR BRAND
EXPRESSION

OUR BRAND
PURPOSE

OUR BRAND
PROMISE

OUR PRODUCT
FAMILIES



ABOVE & BEYOND

To help people make
more of their world

We make vehicles that have
CAPABILITY WITH COMPOSURE

RANGE ROVER

DISCOVERY

DEFENDER

REFINEMENT

VERSATILITY

DURABILITY

Elegant
Luxurious
Sophisticated
All-Road Performance

Intelligent
Versatile
Enabling
Breadth of Capability

Functional
Durable
Practical
Off-Road Expertise

Customer Emotional End Benefits of Ownership



FREEDOM

I feel free, independent, able to achieve anything and go anywhere.



INDIVIDUALITY

Similar to a Land Rover car I prefer to go my own way, forge my own path through life.



THE REAL THING

Land Rover is the true SUV category leader. The original premium SUV.



UNSTOPPABLE

There are no limitations, I can overcome any obstacles in my way to achieve my goals



LAND ROVER

70

YEARS

LAND ROVER BRAND

18MY Range Rover and Range Rover Sport Launched



Distinctive Designs



PHEV



Luxury Interiors



Touch Pro Duo



LAND ROVER BRAND

Success of the Dragon Challenge...



10M

YouTube documentary
views across market
channels worldwide

2.8 M

Total YouTube views (30s)

10.5M

Global Land Rover
channel YouTube
documentary views



Total Facebook views (3s)

4.5M

THE COMMERCIAL DEPARTMENT

Agenda



Market Environment

Brands

Communications



Network

Team



GLOBAL COMMUNICATIONS

Paid and Organic need to work in Harmony...



UK

North
America

China

Overseas

Europe

ATL

Social

Retail

Direct

Experiential

When this works in harmony communications get
to the right **people**, at right **time**, on right
channels, with right **content**
Amplifying our messaging

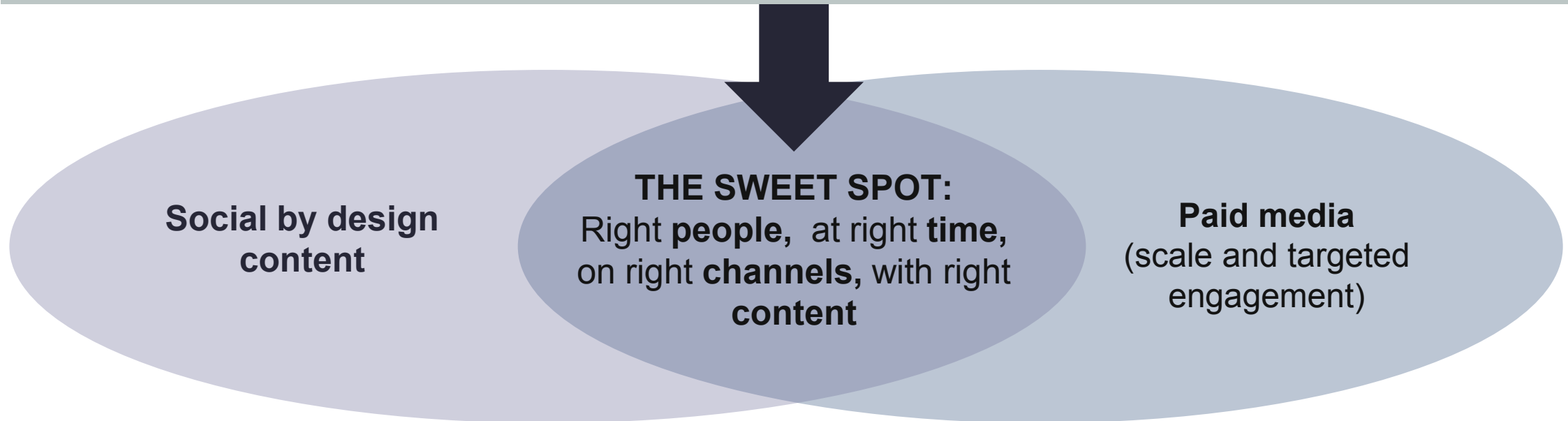


COMMUNICATIONS

Paid and Organic need to work in Harmony...



A SYMBIOTIC RELATIONSHIP



COMMUNICATIONS

Paid and Organic need to work in Harmony...



Global Lead content Channel for building brand favourability and vehicle preference



Targeted Broadcast Content (media channel) and Fan engagement



Build brand love through engaging follower base and targeting



Primary news Channel



Connect with our customers

COMMUNICATIONS

Content Marketing – FY17/18 Performance



25M
Total YouTube
views (30s)

58.5M

20.2M
Readings

5,850,611



52.7M
Total YouTube
views (30s)

48.9M

5.6M
Readings

5,606,845

THE COMMERCIAL DEPARTMENT

Agenda



Market Environment

Brands

Communications

Network

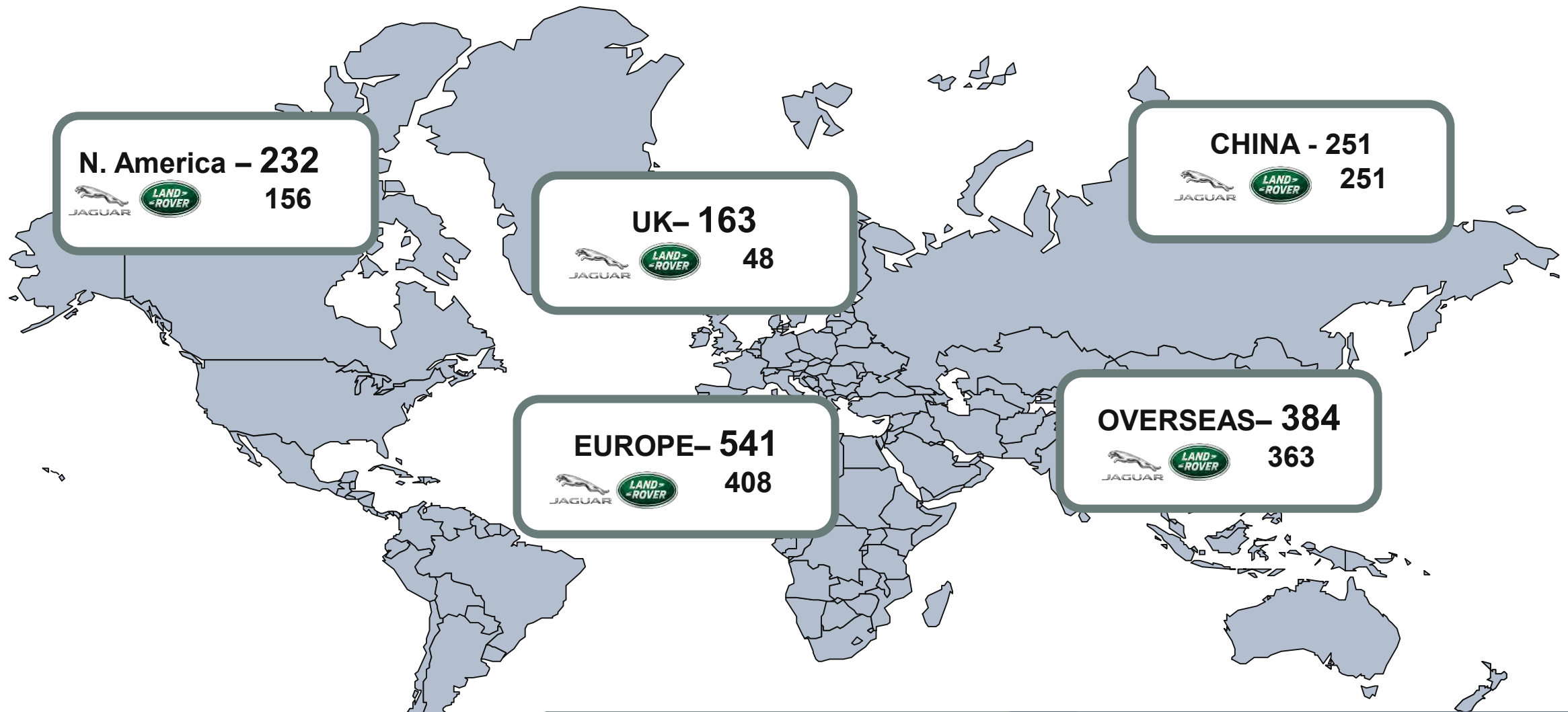


Team



GLOBAL NETWORK

We currently operate in **129** countries with **1,571** Retailers



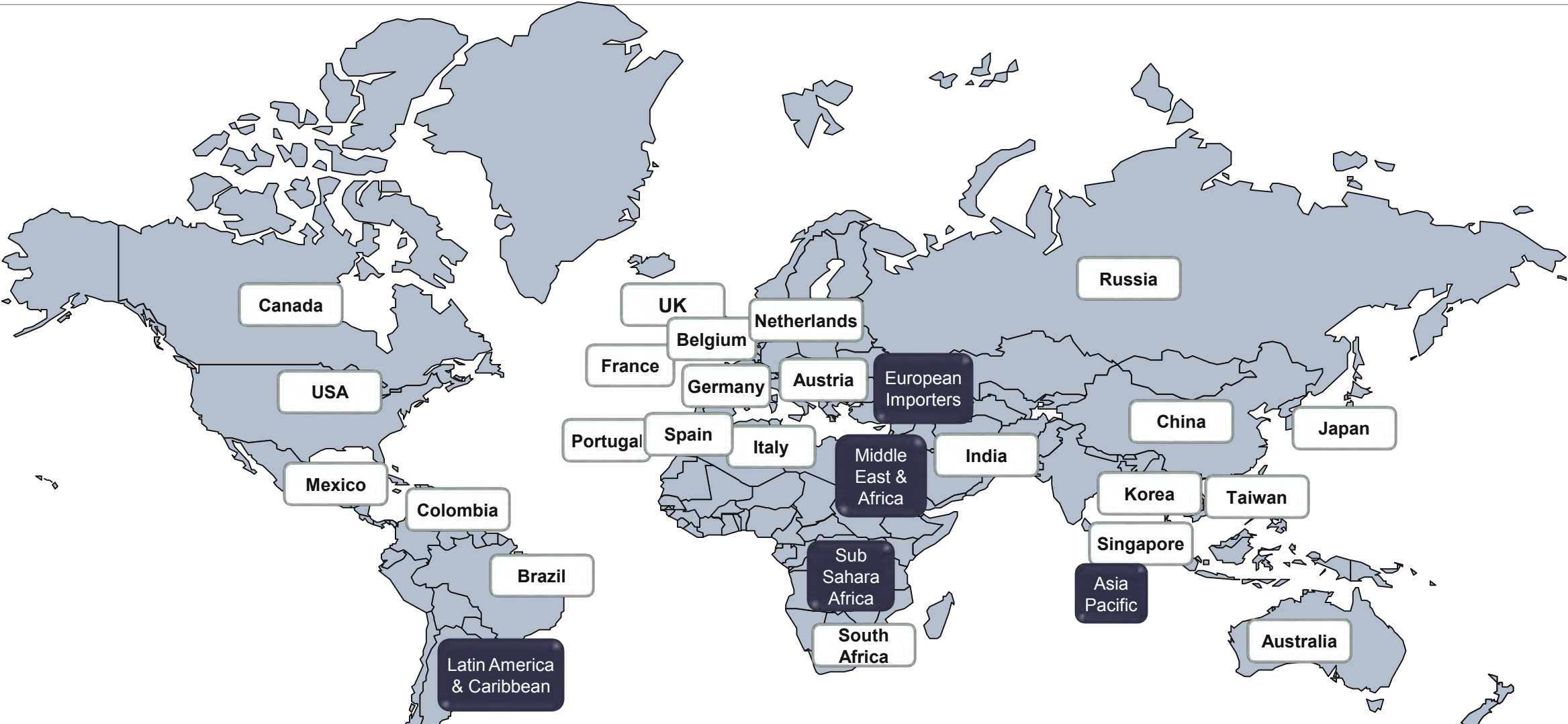
By 2023 this is forecast to increase to **c.1,800 Retailers**



Source: JLR Market Representation Plans as at 23 May 2018

GLOBAL NETWORK

23 National Sales Companies cover 92% of our worldwide volume



In addition to our 5 REGIONAL OFFICES



OUR GLOBAL RETAIL NETWORK

This is where we started....



WE ARE NOW ROLLING OUT...

A common identity across our Network (ARCH)



OUR RETAILERS ARE INVESTING

...in this Customer Experience Game Changer



£3bn

538 Arch Sites

< £9bn

17/18

22/23