

THE  
ECONOMIC  
CLUB OF  
CHICAGO

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The Club welcomed Joe Eberhardt, president and CEO of Jaguar Land Rover North America, for the 2019 Auto Show Media Preview on Thursday, February 7.

This year, the program took place on the showroom floor at the Jaguar Land Rover booth where Mr. Eberhardt debuted the new 2020 Range Rover Evoque, a luxury compact SUV. Before introducing the car, Mr. Eberhardt gave brief remarks on the trends facing the auto industry. Following the reveal, he answered questions from Second Vice Chair of the Club David Snyder, who presided at the meeting.

“Our industry faces unprecedented geopolitical and regulatory challenges: trade issues with China, potential tariffs in the U.S., and of course for us, Brexit,” said Mr. Eberhardt. “To remain globally competitive, we urgently need the UK government to provide certainty for business, including guaranteed tariff-free access and frictionless trade with the European Union.”

Mr. Eberhardt emphasized that the result of Brexit could affect the company’s ability to stay competitive, with the potential to lose 1.2 billion pounds each year if Brexit comes to fruition. However, the company is now making targeted investments in new products and technology to the amount of 2.5 billion pounds.

These investments put into motion the Jaguar Land Rover vision, “Destination Zero,” which will address the major transformations developing in the industry, including autonomous driving, connected technology, shared services, electric vehicles, and SUV popularity.

“Zero emissions. Zero accidents. Zero congestion,” said Mr. Eberhardt. “Our ambition is to provide a safer, cleaner, and more efficient vehicle.”

Below are excerpts of the details Mr. Eberhardt provided on where Jaguar Land Rover stands on these trends.

**Autonomous Driving**

“We have partnered with the leading developer of autonomous technology, Waymo, to develop the world’s first premium self-driving electric vehicle for Waymo’s driverless transportation service, Waymo One. The Jaguar I-PACE will be the first premium self-driving electric vehicle in the Waymo One fleet and the first prototypes are now on the road testing in San Francisco. Beginning in 2020, up to 20,000 Jaguar I-PACE vehicles will be built over two years for riders of Waymo’s driverless service, serving a potential one million trips per day.”

**Connected Technology**

“Connectivity is the key to making self-driving a reality. We are working on data and sensor-based technology that will connect the vehicle to everything around you, including other vehicles, which will allow seamless, free-flowing traffic and a lot less congestion. In the future, connected technology in our

vehicles will mean the car can actually monitor your health, or change the interior lighting or music according to your mood at the time.”

### **Shared Services**

“Jaguar Land Rover created InMotion Ventures, a venture capital fund, to invest in early stage technology companies looking to change the face of urban mobility. In addition to a significant investment in the ride-hailing company Lyft, Jaguar Land Rover, through InMotion Ventures, is investing in startups such as GoKid, a closed-community ride-share platform for schools, sports leagues and families. GoKid is carpooling made easy, with manageable schedules and live car tracking. Also Voyage, a U.S. based self-driving, on-demand taxi service for residential communities. Voyage is also developing a global service, with the aim that anyone can summon an autonomous vehicle to their door and reach their destination safely.”

### **Electric Vehicles (EV)**

“Although the consumer demand for EV in the U.S. is still only 1 percent of total sales, what’s interesting to note is that it’s increased by 25 percent since 2016. In Los Angeles, EV and Hybrid vehicles represent a full 17 percent of the market. It’s trending upward to be sure, which is why we are committed to electrification in our production vehicles as well as our race cars.”

### **SUV Popularity**

“In addition to electrification, the most notable trend in our industry is the rise of the SUV, last year achieving almost 70 percent of the market. Land Rover, with a lineup of six SUVs, was the fastest growing brand in the industry. In fact, we set a new record in the U.S. in 2018 with sales of over 92,000, up 23 percent year over year from a record 2017.”