



Jaguar Land Rover (JLR) unveiled exciting plans to hasten the transition of its Halewood plant in the UK into an all-electric production facility and the electrified modular architecture (EMA) of its upcoming medium-size SUV will now be entirely electric.

JLR's goal is to become the world's leading modern luxury car manufacturer.

At JLR's Gaydon headquarters, Chief Executive Officer Adrian Mardell updated the international media on the company's progress towards its financial objectives of achieving a net cash positive position by FY25 and double-digit EBIT by 2026. He reaffirmed the company's commitment to its Reimagine strategy, which will reposition the company as an electric-first, modern luxury carmaker by 2030.

JLR CEO Adrian Mardell said: "Two years ago, we launched our Reimagine strategy and since then we have made great progress, including launching two new critically acclaimed modern luxury Range Rover and Range Rover Sport models, joining the Defender family, for which there is record demand. We achieved this while navigating the headwinds of the pandemic and chip shortages, and successfully ramping up production of our most profitable models to deliver profit in Q3.

"Today I am proud to announce we are accelerating our electrification path, making one of our UK plants and our next-generation medium-size luxury SUV architecture fully electric. This investment enables us to deliver our modern luxury electric future, developing new skills, and reaffirming our commitment to be carbon net zero by 2039."

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