

JAGUAR

Media Advisory

THIS IS JAGUAR. BOLD. DRAMATIC. FEARLESS

- Jaguar releases an image that provides a glimpse of its dramatic new creative philosophy
- Tease image shows the rear detail of its Design Vision Concept that will inspire future Jaguars
- Design Vision Concept will make its global public debut at Miami Art Week on 02 December 2024 (20:00 U.S EST)
- Transformation of Jaguar recaptures the ethos of founder Sir William Lyons to Copy Nothing
- For more information, see: www.jaguar.com/copy-nothing

GAYDON, UK – 26 November 2024: Jaguar releases a tease image of its dramatic new creative philosophy – Exuberant Modernism, that will inspire future vehicles.

The image of the rear detail, provides a glimpse into the brands design vision that will showcase bold forms and exuberant proportions.

Jaguar will globally reveal its Design Vision Concept at one of the world's premier art festivals, Miami Art Week on 2nd December 2024. With a presence in two locations, Jaguar will create meticulously curated gallery spaces and work with diverse emerging artists that share the Copy Nothing ethos of its founder, Sir William Lyons.

This ethos can trace its roots back to 1935 and is built on embracing unexpected and original thinking and a brand character that commands attention through fearless creativity.

ENDS

Notes to Editors

About Jaguar

Jaguar inspires like no other. Since 1935, it has been at its best when looking forward. A copy of nothing.

Now, a new era begins. The first physical demonstration of Jaguar's exuberant design will be shown at Miami Art Week.

Fearlessly unique and emotionally engaging, it strives for the highest level of creative endeavour. This new identity and visual language are symbols of change that respect the past and inspire what's to come.

Important notice

JLR is constantly seeking ways to improve the specification, design and production of its vehicles, parts and accessories and alterations take place continually. Whilst every effort is made to produce up-to-date literature, this document should not be regarded as an infallible guide to current specifications or availability, nor does it constitute an offer for the sale of any particular vehicle, part or accessory. All figures are manufacturer's estimates.

Further Information

Ken McConomy
Global Head of PR - Jaguar
kmcconom@jaguarlandrover.com

Del Sehmar
Global PR Manager – Jaguar
dsehmar@jaguarlandrover.com

Media website: www.media.jaguar.com

Jaguar site: www.jaguar.com/copy-nothing

Social Channels:



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