



Press Release  
For Immediate Release

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## **Outstanding 2011 Performance Bolstered with Breakthrough Growth Jaguar Land Rover Asserts itself among China's Leading Luxury Auto Makers**

- **JLR China delivers 42,063 units for the first time; its 61% year-on-year growth highlights its significant role in the China-UK economic and trade partnership**
- **JLR China's successes in 2011 went beyond its commitment to *the MoU on 2011 Vehicle Exports to China***
- **Jaguar's extraordinary growth accelerated to 123% year-on-year: sales over 945 units in December sets a new monthly record**
- **Land Rover reinforces its leadership in the luxury SUV sector: drives its highest annual sales in 2011 with 54% increase over last year**
- **Tailor-made products and services for Chinese customers immensely popular, forges top position for JLR**
- **JLR intensifies engagements in local strategic development and long-term sustainable growth**

**BEIJING, Jan. 4, 2012:** Jaguar Land Rover (JLR) China had an outstanding performance and hit a historic milestone in 2011, with sales exceeding 42,000 units for the first time in China. In this market, JLR China continued to surpass its previous records, matching the previous year's sales in just three quarters, finishing the year with breakthrough growth. The year's milestone follows the company's exponential growth in deliveries since entering the China market, when sales reached only a few hundred vehicles. Through continued efforts and by adopting a highly effective strategy to provide vehicles and services tailored specifically to Chinese consumers, by investing in China's auto industry and by fully engaging itself in sustainable practices, JLR has solidified a prime position within China's luxury auto market. Surpassing its committed target for the MoU on 2011 Vehicle Exports to China, JLR's tremendous achievements have greatly contributed to the China-UK economic and trade partnership.



In 2011, JLR delivered a total of 42, 063 vehicles and achieved a 61 percent growth over last year to outperform the market average in the luxury auto sector. For Jaguar, the company made huge strides after sales increased by 123 percent over last year to see the company sell a total of 5,976 vehicles, a figure more than ten times its sales since its market entry. Jaguar also set its single-month high, with 945 cars sold in December. Land Rover created another successive yearly record and continued to raise performance expectations by delivering 36,087 vehicles, and reaching a 54 percent increase in sales over last year. These successes, which have reinforced Land Rover's position as a leader in the SUV sector, have further contributed to JLR's major accomplishments in the industry.

"JLR's China strategy and investments have led to breakthrough growth and have established us as one of the leading luxury car manufacturers in this market," said Bob Grace, President of Jaguar Land Rover China. "Building on our momentum, we will continue to pursue strong and steady growth and fulfill our long-term commitment to China. In this endeavor, we will provide our customers with more value and strive to contribute to an even more prosperous and sustainable auto industry in China."

As Chinese customers increasingly look towards global automakers for the finest in cars, they are finding that JLR's uniquely tailored vehicles have been specifically developed to meet their 'wishes and needs.' Particularly, the XJ 3.0, developed for new-generation Chinese business elites, with cutting-edge designs and luxurious comfort, has brought in nearly half of Jaguar's annual sales, pushing the sales of the XJ model to roughly five times that of 2010. With its first 12MY model off the production line already sent to its Chinese owner and performing nearly on par with the XJ in the market, the newly-launched XF model, equipped with a dramatically-new design and full upgrade options, further underscores the brand's dedication to Chinese customers. The Range Rover Evoque has not only won the award for the most anticipated model of the year, but has also won the hearts of Chinese customers with its higher engine efficiency, cutting-edge design and tailored features. The smallest, lightest and most fuel efficient Land Rover model ever produced, the Range Rover Evoque received more than 8,500 pre-orders in just six months, and about 30 significant awards by the end of the year. Moreover, the Range Rover Autobiography Ultimate Edition and the Freelander Christmas/New Years Limited Edition, among other special edition products, have truly demonstrated the company's engineering prowess and affirmed its commitment to offering exclusive JLR luxury specials to customers in China.

Dedicated to further building customer relations, JLR has heavily invested in expanding its infrastructure to support future national developments, while exploring the most customer-friendly and innovative approaches in the market. By the year's end, JLR had successfully signed 113 authorized dealers across the country, placing itself closer to customers throughout various regions. Meanwhile,



new training academies, distribution channels and collaborations with leading companies in the auto industry have contributed to greater operational efficiency and higher service satisfaction. Furthermore, to fully showcase the brands' DNA and lead the trends of the emerging market, JLR has designed unconventional marketing campaigns and utilized unique experience centers through projects like the Evoque Effect miniseries and the Range Rover Evoque test drive, the biggest in Asia. As a global automaker that prioritizes customer relations, JLR has actively engaged itself in the community, created resonance among consumers and spread a revolutionized understanding of the two brands among Chinese customers.

In this burgeoning scene of people and cars, getting closer to its community and taking the lead in community efforts have always been essential factors in JLR's global development. Focusing on protecting the environment, fostering local talents and giving back to the community, JLR has leveraged its expertise and injected substantial resources into China to achieve these goals. Local ecology and people's lives have benefited from JLR's projects, such as the CO2-offset programme, whose contributions in China for the past year have already amounted to more than RMB24 million in value. Additionally, JLR's first "school-enterprise partnership" in China – the Apprentice Training Programme – has fostered highly-skilled local auto industry talents. Partnering with other organizations, JLR has extended its care to disadvantaged groups, with donations to cleft children and AIDS prevention programs. While these are just a few of the contributions that JLR has made in China, they fully demonstrate JLR's long-term commitment to society.

As China's significant position in the global auto industry reaches new heights, the Chinese economy is expected to become JLR's second largest market globally. JLR has grown rapidly with the implementation of its China strategy and it now sees itself as an integral factor in the development of China's auto industry, its economy, and its society. JLR hopes that it will be able to truly take root in China to support the country's sustainable development.

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