



Micro Internships | Client brief

JLR - DESIGNING THE FUTURE OF SUSTAINABLE LUXURY

SUMMARY

JLR is a British automotive company known for producing luxury vehicles through its iconic brands: Range Rover, Defender, Discovery, and Jaguar. As part of its “Reimagine” strategy, the company is transforming into an electric-first modern luxury business, aiming to achieve net-zero carbon emissions by 2039. This transition involves rethinking vehicle design, manufacturing, and the overall customer experience as electric mobility becomes the new standard. Your brief invites you to explore ideas that help shape the future of sustainable, modern luxury transportation.

KEY WORDS

- Electric Vehicles
- Sustainability
- Engineering
- Product Innovation
- Customer
- Experience
- Modern Luxury
- Future Mobility
- Research

INDUSTRY

- Automotive
- Engineering
- Manufacturing
- Sustainability
- Technology

FOCUS

Exploring how electric vehicles, sustainable design, and modern technology can redefine the future of luxury mobility and customer experience.

BRIEF

Hi, I'm **Morgan Gore**, Global Education Lead at **JLR**.

At JLR, we design and build vehicles that combine luxury, capability, and advanced technology. As we move toward an electric future, we're reimagining what modern luxury mobility should look like.

Our "Reimagine" strategy is transforming the company as we introduce new electric vehicles across our brands, including the upcoming Range Rover Electric and a new generation of Jaguar models. This transition isn't just about replacing engines with batteries – it's about rethinking how vehicles are designed, produced, and experienced by customers.

Your challenge is to explore how JLR can deliver a modern luxury experience while accelerating the shift to electric mobility and sustainable manufacturing. You will act as innovation consultants, helping us identify opportunities where technology, sustainability, and customer insight can shape the next generation of vehicles. This may seem broad, but we want specific, targeted, realistic solutions.

You could consider:

- Researching how customer expectations for luxury vehicles are changing in an electric future.
- Exploring how sustainability could influence vehicle design, materials, or manufacturing processes.
- Analysing how automotive companies are creating new experiences around electric vehicles and connected technologies.
- Proposing ideas that could help JLR deliver a distinctive, modern luxury experience while supporting environmental goals.

Your proposal should demonstrate how creative thinking, research, and practical insight can help shape the future of sustainable luxury mobility.

We can't wait to see what you come up with. Good luck, and don't forget – you can find out more about JLR at: <https://www.jlr.com/>