



STUDENT BRIEF

REDEFINE LUXURY FOR JLR'S ELECTRIC FUTURE

JLR

Summary

We're JLR — the company behind luxury car brands like Jaguar and Land Rover. We're known for combining craftsmanship with cutting-edge tech, and we're now pushing to go electric while staying true to our heritage. Here's where you come in: we need fresh ideas on how we can make our electric vehicles (EVs) stand out in the luxury market while being as sustainable as possible. By working on this, you'll explore the future of cars, sustainability, and digital experiences.

KEY WORDS

Electric vehicles, sustainability, materials innovation, digital customer experience, luxury branding

INDUSTRY

Automotive, Engineering, Manufacturing

FOCUS

- Redefining luxury for electric vehicles
- Sustainable materials and eco-friendly manufacturing
- Digital technologies transforming customer experience
- Differentiation in the competitive EV market

Brief

I work in one of the teams shaping the future of JLR's vehicles, and right now, a lot of our focus is on electric mobility. As we move towards becoming an electric-first business, we're tackling some big questions: how do we make our EVs truly luxurious while staying sustainable? How can we stand out from other premium brands? These aren't just technical questions — they're about understanding what today's customers want and where the industry is heading.

Your challenge is to explore how JLR can lead in creating luxury EVs that are both sustainable and innovative. Here's how you can break it down:

1. Understand customer expectations for luxury EVs.

Research what customers look for in luxury electric cars. How are their expectations changing as more people care about sustainability? Look for public surveys, reports, or articles that discuss what matters to premium car buyers today.





2. Find sustainable materials or practices we could adopt.

Investigate materials or production methods that are eco-friendly and could work in high-end cars. For example, recycled aluminium or innovative fabrics. Think about ways we could reduce waste in manufacturing without compromising on quality.

3. Explore digital features that enhance the customer experience.

Look into how technology like apps, personalised interfaces, or predictive maintenance is being used in premium EVs. What are other brands doing, and how could we do it better?

4. Suggest ways to differentiate JLR's EVs in the luxury market.

Based on what you've found, come up with specific ideas for how JLR can stand out. This could be something about the design, the materials, the digital experience, or even how we market our vehicles.

Use evidence to back up your recommendations — reliable sources make your ideas stronger. A great response will include practical, creative suggestions supported by facts, and visuals like diagrams or mock-ups could make your work even more compelling.

Looking forward to seeing how you'd shape the future of luxury mobility.

