



PRESS RELEASE

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FELIX BRÄUTIGAM TAKES ON EXPANDED ROLE AS JAGUAR LAND ROVER CHIEF COMMERCIAL OFFICER

- Jaguar Land Rover restructures marketing, sales and service activities under single leadership
- Chief Marketing Officer Felix Bräutigam expands role to become Chief Commercial Officer
- New position on Jaguar Land Rover Board of Management is effective 1 April

Whitley, Coventry, 28 February 2018: Jaguar Land Rover has restructured its marketing, sales and service activities under the leadership of current Chief Marketing Officer Felix Bräutigam.

Bräutigam will take up the expanded role of Chief Commercial Officer on 1 April, leading global marketing, product planning, customer relationship management, sales, customer service, network development as well as the worldwide sales regions.

Felix Bräutigam joined the business as Chief Marketing Officer and member of the Board of Management on 1 January 2018, reporting directly to Dr Ralf Speth, Jaguar Land Rover Chief Executive Officer.

Bräutigam will adopt responsibilities from Andy Goss, Group Sales Operations Director, who has decided to leave the business at the end of March 2018 to pursue new challenges in the automotive business.

Dr Ralf Speth said: *"Felix Bräutigam is a highly experienced and effective leader and will play a crucial role in developing the Jaguar and Land Rover brands globally as we aim for profitable, sustainable growth, despite challenging conditions in some key markets."*

"Andy Goss has led the sales organisation during an unprecedented period of growth. He has spearheaded record sales and transformed our global retailer network. I would like to personally thank him for his dedication to our two great brands and wish him all the best with the next phase of his career."

Goss joined the company from Porsche in 2011 to lead Jaguar Land Rover's North American operations, before taking up his current position on the Board in 2013.

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About Jaguar Land Rover

Jaguar Land Rover is the UK's largest automotive manufacturer, built around two iconic British car brands: Land Rover, the world's leading manufacturer of premium all-wheel-drive vehicles; and Jaguar, one of the world's premier luxury sports saloon and sports car marques.

We employ more than 43,000 people globally and support around 240,000 more through our dealerships, suppliers and local businesses. Manufacturing is centred in the UK, with additional plants in China, Brazil, Austria and Slovakia.

At Jaguar Land Rover, we are driven by a desire to deliver class-leading vehicles, which will provide experiences our customers will love, for life. Our products are in demand around the globe. In 2017 Jaguar Land Rover sold 621,109 vehicles in 130 countries, with more than 80 per cent of our vehicles being sold abroad.

Our innovation is continuous: we will spend more than £4 billion in the coming year on new product creation and capital expenditure.

From 2020 all new Jaguar Land Rover vehicles will be electrified, giving our customers even more choice. We will introduce a portfolio of electrified products across our model range, embracing fully electric, plug-in hybrid and mild hybrid vehicles as well as continuing to offer ultra-clean petrol and diesel engines

For more information, please visit www.newsroom.jaguarlandrover.com or contact:

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