



PRESS RELEASE

8 April 2016

## JAGUAR LAND ROVER SCORES A HAT-TRICK OF GLOBAL SALES RECORDS

- **Best ever March sales: 75,303 cars sold globally**
- **Record quarter retailing 158,813 vehicles**
- **Record 2015/16 financial year with over half a million vehicles sold**
- **Best ever results in Belux with 7888 Land Rovers sold and 2035 Jaguars**

**April 8, 2016** - Jaguar Land Rover, the UK's leading manufacturer of premium luxury vehicles today reported its best ever March retail sales, closing off a record-breaking month, quarter and financial year.

The company's impressive growth is driven by unprecedented investment in new products. In 2015 Jaguar and Land Rover introduced a host of new cars and technologies to market, including the award-winning Jaguar XE and XF and Land Rover Discovery Sport.

Whilst the UK remains the beating heart of the business (with its workforce more than doubling in five years), Jaguar Land Rover continues to expand its international footprint to support sustainable global growth and to delight its customers with world-class British designed and engineered premium cars.

Commenting on the performance, Andy Goss, Jaguar Land Rover Group Sales Operations Director said: ***"It is encouraging to see both Jaguar and Land Rover - our great British brands - delivering strong sales performances around the world."***

***"We have brought out exciting new premium cars and new technologies including our family of Ingenium engines, all-wheel drive for Jaguar and state-of-the-art connectivity. We have broadened the appeal of our cars, making them even more desirable and delivering what our global customers really want."***

Global sales in March totalled 75,303 vehicles, up 29% year on year. Building the momentum, the company sold 158,813 vehicles in the first three months of 2016, 28% up on the same period in the prior year.

Retail sales for the month of March were up year-on-year across all regions: 49% in Europe, 43% in China, 33% in North America and 16% in the UK. Other Overseas markets were up 17% year-on-year. Four out of five of the key regions achieved record sales this month – a testament to the increasing global demand for Jaguar Land Rover vehicles.

With a balanced regional distribution of sales, Jaguar Land Rover retailed 521,571 vehicles in fiscal 2015/16, 13% up on the previous year. Of that, Jaguar sold 94,449 vehicles and Land Rover sold

427,122 vehicles. This was the company's strongest performing fiscal year ever.

Marking its best March yet, Land Rover retailed 60,128 vehicles in the month, up 22% year-on-year. Best-sellers for the month were the Discovery Sport, retailing 16,937 vehicles, the Range Rover Evoque, retailing 15,904 vehicles and the Range Rover Sport, with retails of 11,003 in the month. Calendar year-to-date sales for Land Rover reached 128,959 vehicles, 23% up on the prior year.

Jaguar recorded its best ever March, delivering 15,175 vehicles, up 62% on the previous year, due to continued solid sales of the XE (6,521 vehicles) and the all-new XF (5,331 vehicles). Jaguar recorded significant year-on-year growth across all five of its key regions, with Europe excelling, up 151%. Calendar year-to-date sales for Jaguar were 29,854, up 54% year-on-year.

Customer deliveries of the eagerly anticipated Jaguar F-PACE will begin next month.

	<b>March</b>	<b>% increase YOY</b>	<b>Jan - Mar</b>	<b>% increase YOY</b>	<b>15/16 Financial Year</b>	<b>% increase YOY</b>
<b>Jaguar Land Rover</b>	75,303	29%	158,813	28%	521,571	13%
<b>Jaguar</b>	15,175	62%	29,854	54%	94,449	23%
<b>Land Rover</b>	60,128	22%	128,959	23%	427,122	11%

ENDS.

**Notes to editors:**

- Jaguar Land Rover is the largest automotive manufacturer in Britain;
- Jaguar Land Rover produced more than 500,000 cars and commercial vehicles in 2015 at its three vehicle manufacturing plants in Solihull, Birmingham and Liverpool;
- In January Jaguar Land Rover was named 'Best UK Employer 2016' by Bloomberg;
- Over the past five years, Jaguar Land Rover has doubled sales and employment, more than tripled turnover, and invested over £12 billion in new product creation and capital expenditure;
- With a balanced regional distribution of sales, in 2015, Jaguar Land Rover sold 487,065, up 5% year-on-year. Of that, Jaguar sold 83,986 vehicles and Land Rover sold 403,079 vehicles;
- Jaguar Land Rover will invest over £3 billion in its products and facilities in Fiscal 2015 /16;
- The company plans 50 product actions over the next five years;
- Jaguar Land Rover is one of the UK's largest exporters and generates over 80% of its revenue from exports.

**For more information, please visit [www.newsroom.jaguarlandrover.com](http://www.newsroom.jaguarlandrover.com) or contact**

Isabelle Michiels  
PR Manager Jaguar Land Rover Belux  
T : 03 241 11 32  
M : 0476 427 738  
E : [imichiel@jaguarlandrover.com](mailto:imichiel@jaguarlandrover.com)

