



## **RECORD SALES FOR JAGUAR AND LAND ROVER**

### **Strong Performances in UK, Australia, China and India**

- **Land Rover UK sets best ever sales month in the company's 63-year history**
- **China and India set best ever March sales for both Jaguar and Land Rover**
- **Jaguar Australia – YOY growth on sales with new product introduction**
- **Land Rover Australia best result since 2002**
- **Jaguar Land Rover up 6% for the month and 13% for the quarter globally**

Jaguar Land Rover today announces record-breaking sales performances in March from key international markets, most notably the UK, Australia, China and India. Jaguar Land Rover combined were up 6% globally in March and 13% ahead of 2010 for the first quarter.

"Despite a challenging business environment, Jaguar Land Rover is flourishing on a global scale with March sales reflecting the confidence consumers have in our brands and products" said Phil Popham, Group Sales Operations Director. He continued: "We have ambitious plans to grow our business and it is clear that there is a strong appetite in the market for exciting new products, powertrains and technologies which will further improve our penetration in key markets and segments"

### **Land Rover**

Land Rover has once again delivered a powerful performance across all major markets. A 30% surge in sales for the Range Rover 2011 model year led to the UK beating its previous record set in 2010 with total sales of 11,400 for the month - the highest monthly total in the company's 63 year history.

China and India also delivered impressive performances with their best March retail sales on record – up 33% and 61% respectively. Other notable results were recorded by Australia up 26%, North America up 24% and Russia up 47% for the month.

This strong March performance reflects a continuing positive trend which sees Land Rover up 16% for the quarter globally. This is largely thanks to positive public reaction to the 2011 model year line up, in particular Range Rover up 28% and Freelander 2 up 18%. Range Rover Sport and Discovery 4 were also up for the quarter - 12% and 15% respectively.

Commenting on Land Rover's sales performance, Global Brand Director John Edwards said: "These latest sales results reflect the growing confidence of the market and the overwhelmingly positive response we have had to our latest product offerings. Nowhere is this more evident than in the UK



where we have once again broken an incredible sales record. Combine this with growth in major global markets and the imminent arrival of our most fuel efficient model ever – the Range Rover Evoque and you can see that Land Rover has much to be proud of and a great deal to look forward to."

## **Jaguar**

Jaguar continued its positive trend in a number of global markets with best month ever in India, and best performances in March for the China region up 6% and Korea up 29%. Other notable market performances came from Russia up 70%, Germany up 49%, Japan up 34% and Australia up 25%.

Improvements in both emerging and established markets were driven by the all new XJ and continued momentum of the XF, which in turn contributed towards Jaguar recording a global sales improvement of 3% for the quarter.

Commenting on Jaguar's performance Adrian Hallmark, Global Brand Director said: "Jaguar is continuing to make very positive headway in a number of emerging markets thanks to our strongest ever vehicle line up which was completed in 2010 with the new XJ. This latest model has had a positive impact on our global sales performance and the introduction of a 3.0 litre engine for the incredibly important Chinese and Russian markets will drive further success for the flagship model."

Hallmark continued: "Quarter one sales also highlight the importance of XF to our portfolio. It remains our strongest performing product and I have no doubt that this award winning model will realise yet further sales potential thanks to the introduction of our most efficient engine to date - the 2.2 litre diesel which is capable of returning 52.3 mpg on the combined cycle while emitting 149 g/km of CO<sub>2</sub>."

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