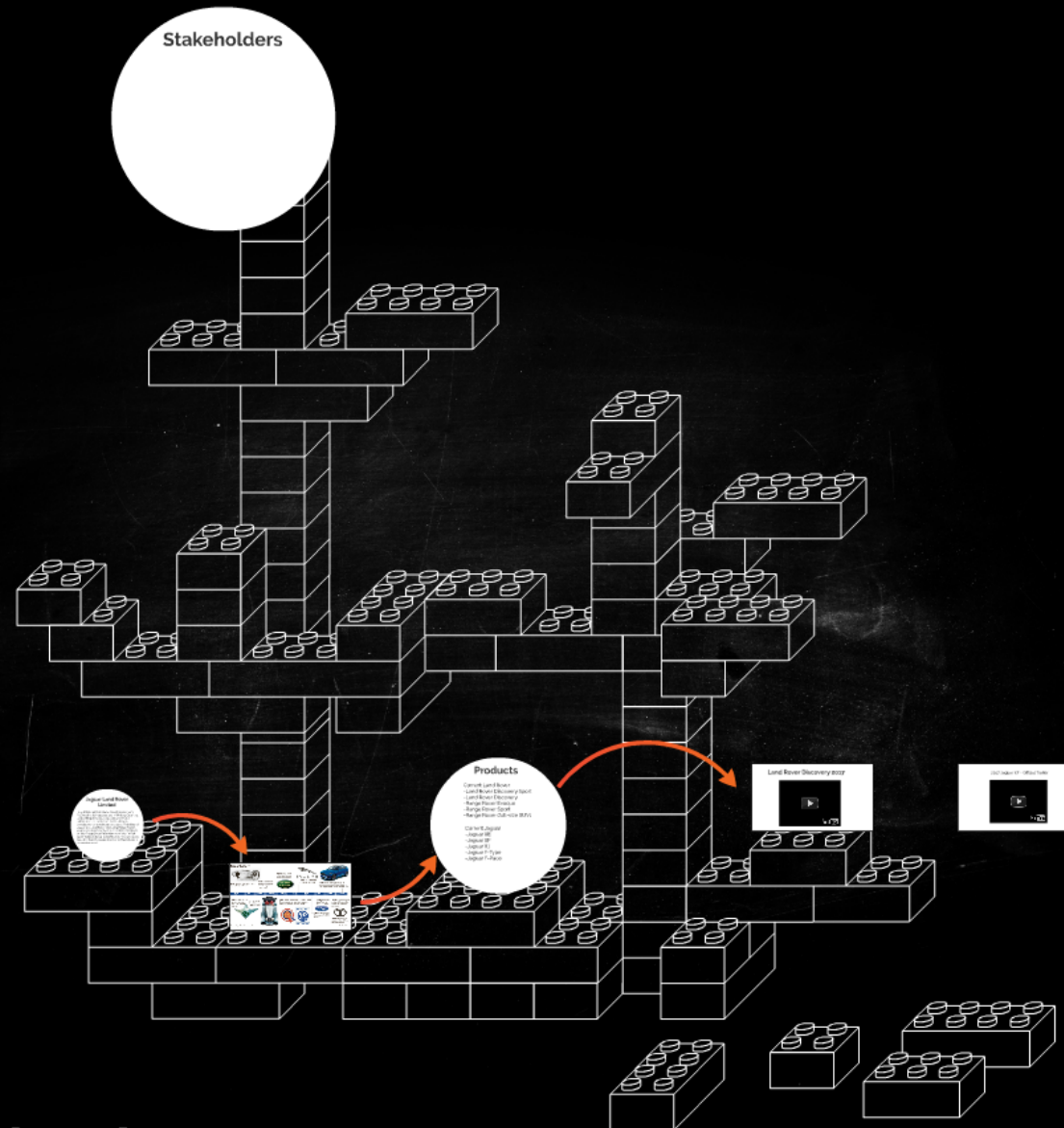


Jaguar, Pl c 1989 Harvard Case Solution & Analysis

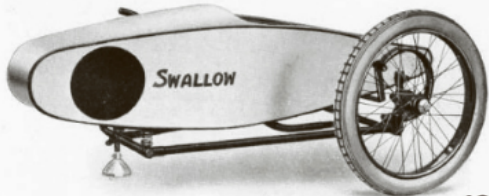


TheCaseSolutions.com

Jaguar Land Rover Limited

is a British multinational automotive company PLC holding its headquarters in Whitley, Coventry, United Kingdom, and a subsidiary of Indian automaker Tata Motors (PLC). Its a design, development, manufacture and sale of vehicles of Jaguar and Land Rover (including Range Rover). 45,000 employes run by Cyrus P. Mistry (Chairman of Tata Group since December 2012) and Dr Ralf Speth (CEO of Jaguar Land Rover in February 2010, and then Non-Executive Director of Tata Motors in November 2010).

Jaguar history



1922: Swallow Sidecar Company founded in Great Britain

1945: Shareholders agree to change the name to Jaguar Cars Limited.

1978: British Leyland makes Land Rover a standalone company.



JAGUAR

1984: Jaguar becomes a separate company.



2016: Jaguar will introduce the XE compact sedan and F-Pace SUV to the U.S., expanding its vehicle lineup to five.



1935: One of original owners sells out, S.S. Cars Limited formed.

SS Jaguar 100 is built between 1936 and 1940



1968: Jaguar merges with the British Motor Corporation, which later became part of British Leyland and included Rover.



2000: Ford buys Land Rover for about \$2.7 billion



1989: Ford Motor Co. buys Jaguar for \$2.5 billion.

2008: Ford sells Jaguar and Land Rover to Tata Motors for combined \$1.7 billion.



2013: Tata combines Jaguar and Land Rover into one company.

Sources: Jaguar, Detroit News research

Products

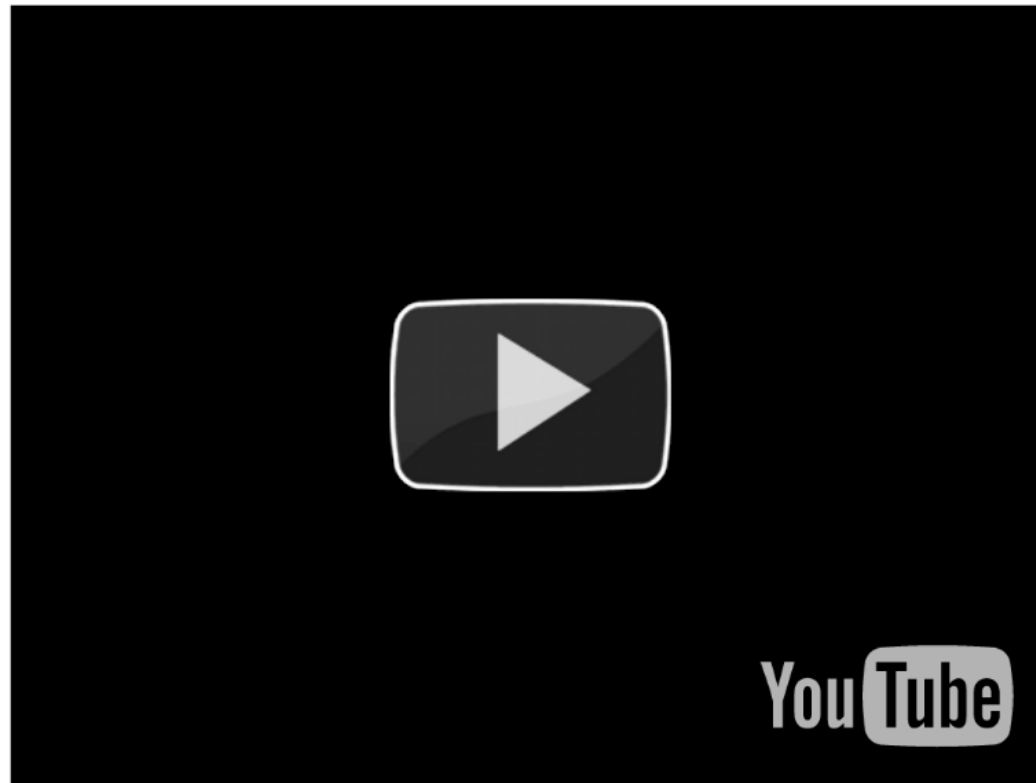
Current Land Rover

- Land Rover Discovery Sport
- Land Rover Discovery
- Range Rover Evoque
- Range Rover Sport
- Range Rover (full-size SUV)

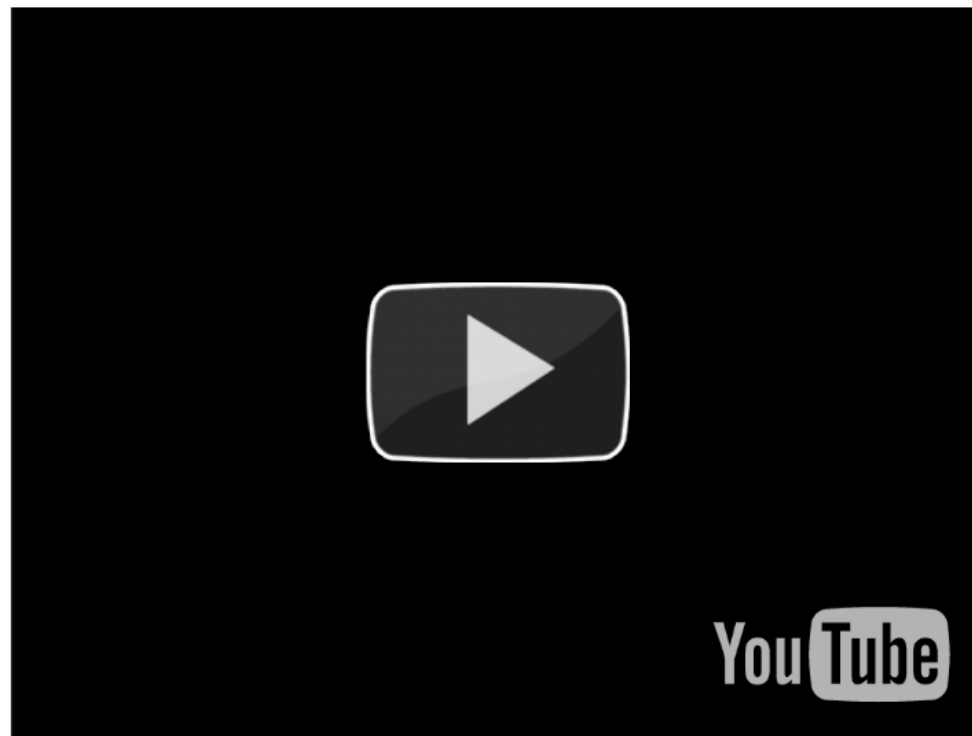
Current Jaguar

- Jaguar XE
- Jaguar XF
- Jaguar XJ
- Jaguar F-Type
- Jaguar F-Pace

Land Rover Discovery 2017



2017 Jaguar XF - Official Trailer



Stakeholders



