



# Premium luxury vehicles

## The CO<sub>2</sub> challenge

Martin Dowson, Manager Advanced Hybrid Technology, Jaguar and Land Rover

# JLR Brand Values



## Jaguar and Land Rover Core Marque Values



**Beautiful fast cars, desired  
the world over**

**Seductive Design**

**Sporting Luxury**

**Stimulating Performance**

**Emotional Engineering**



**To be the world's leading brand  
at inspiring, creating and  
delivering a Spirit of Adventure**

**Iconic design**

**Best off-road**

**Composed on-road**

**Durable and refined**

**Enabling technology**

**Global Breadth**

# Land Rover – Products



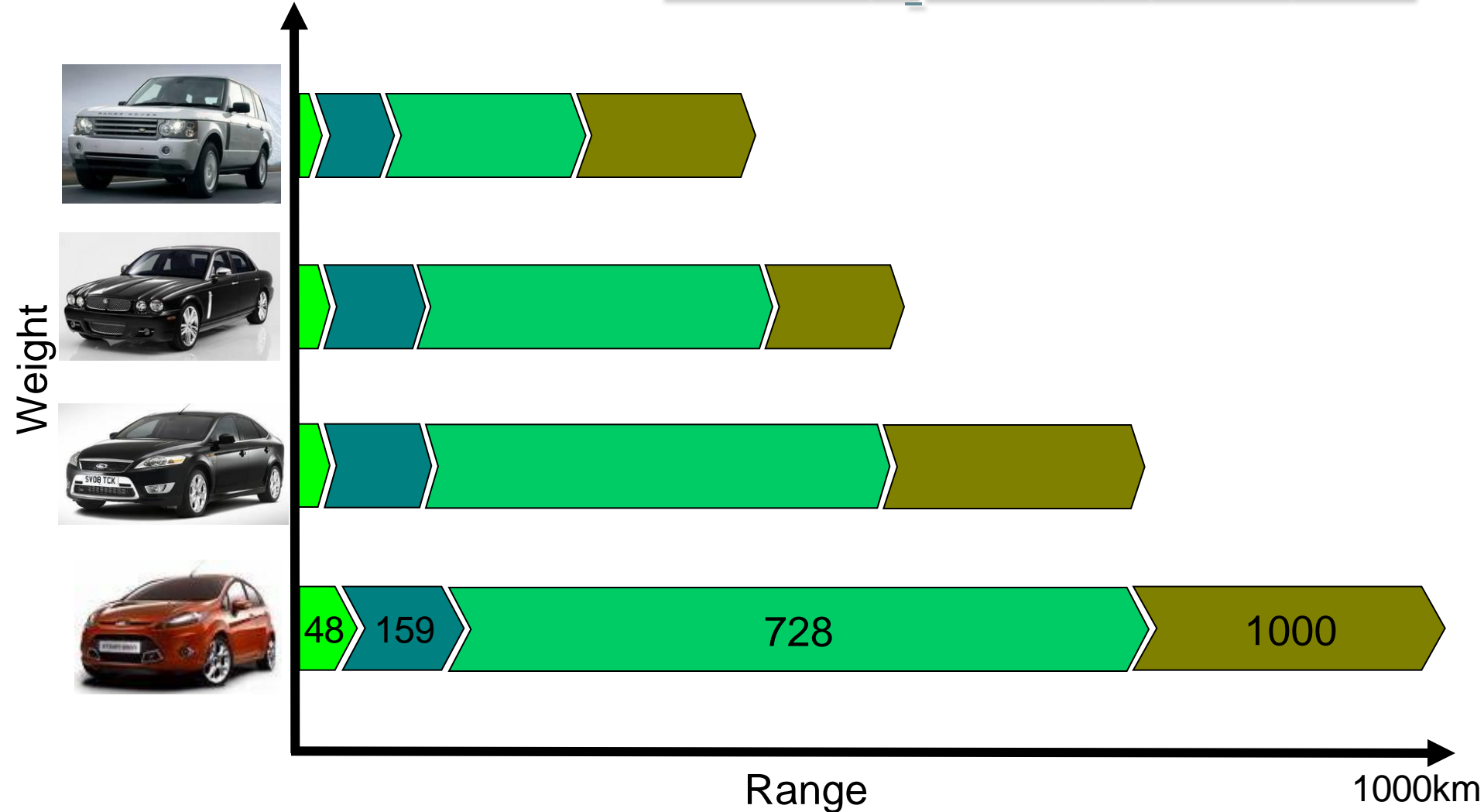
# Jaguar – Products



# Fuel Energy Vectors



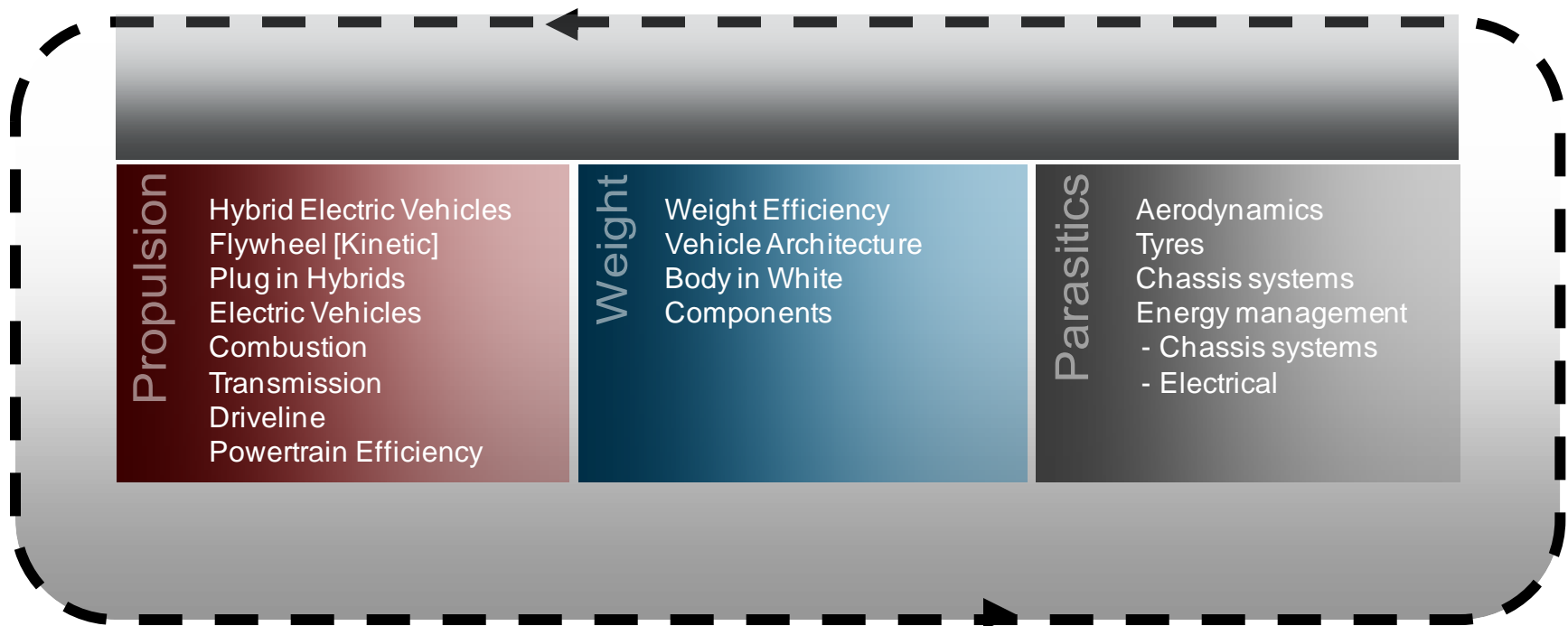
Range using 45 litres of *Batteries*, *H<sub>2</sub>* (700 bar), *Petrol*, *Diesel*



# Reducing Carbon Emissions



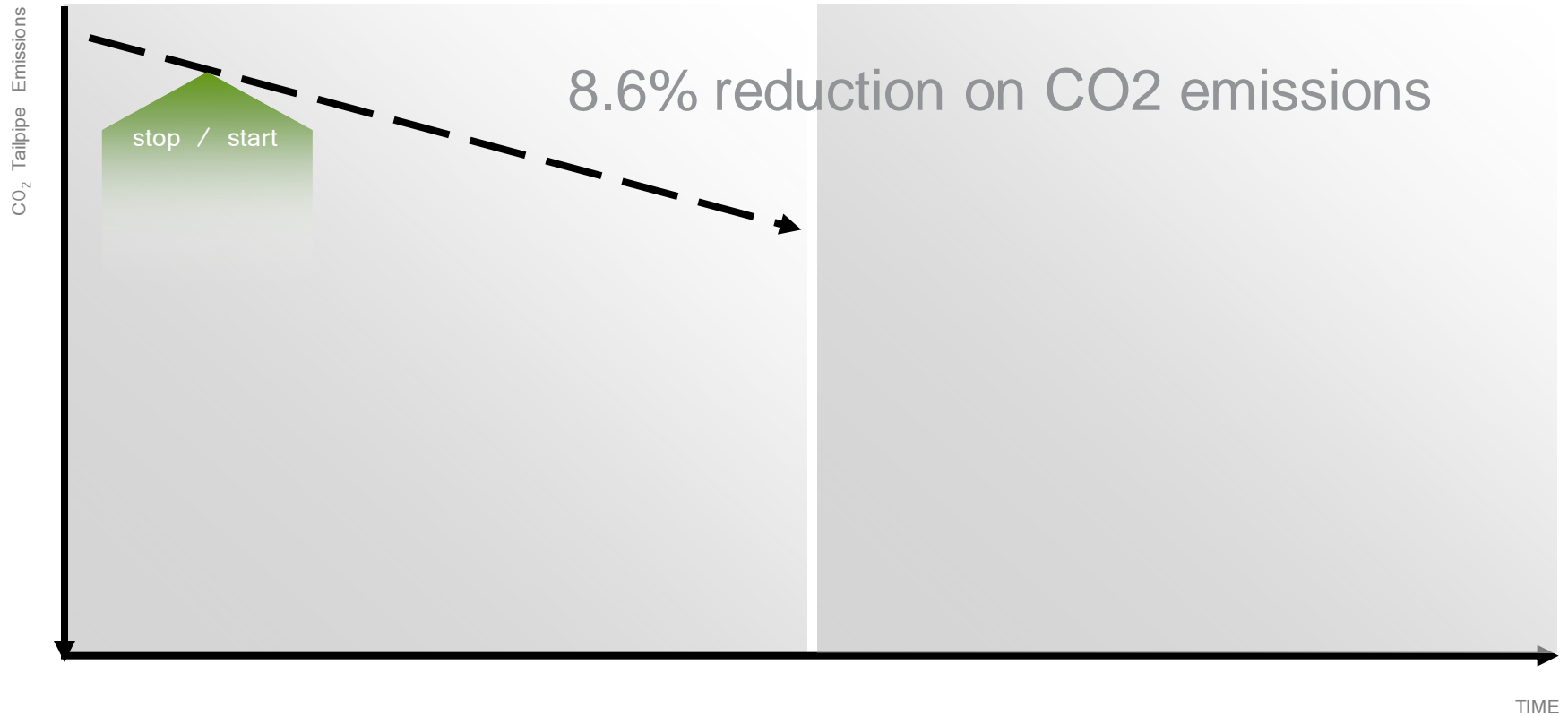
## Life Cycle Analysis



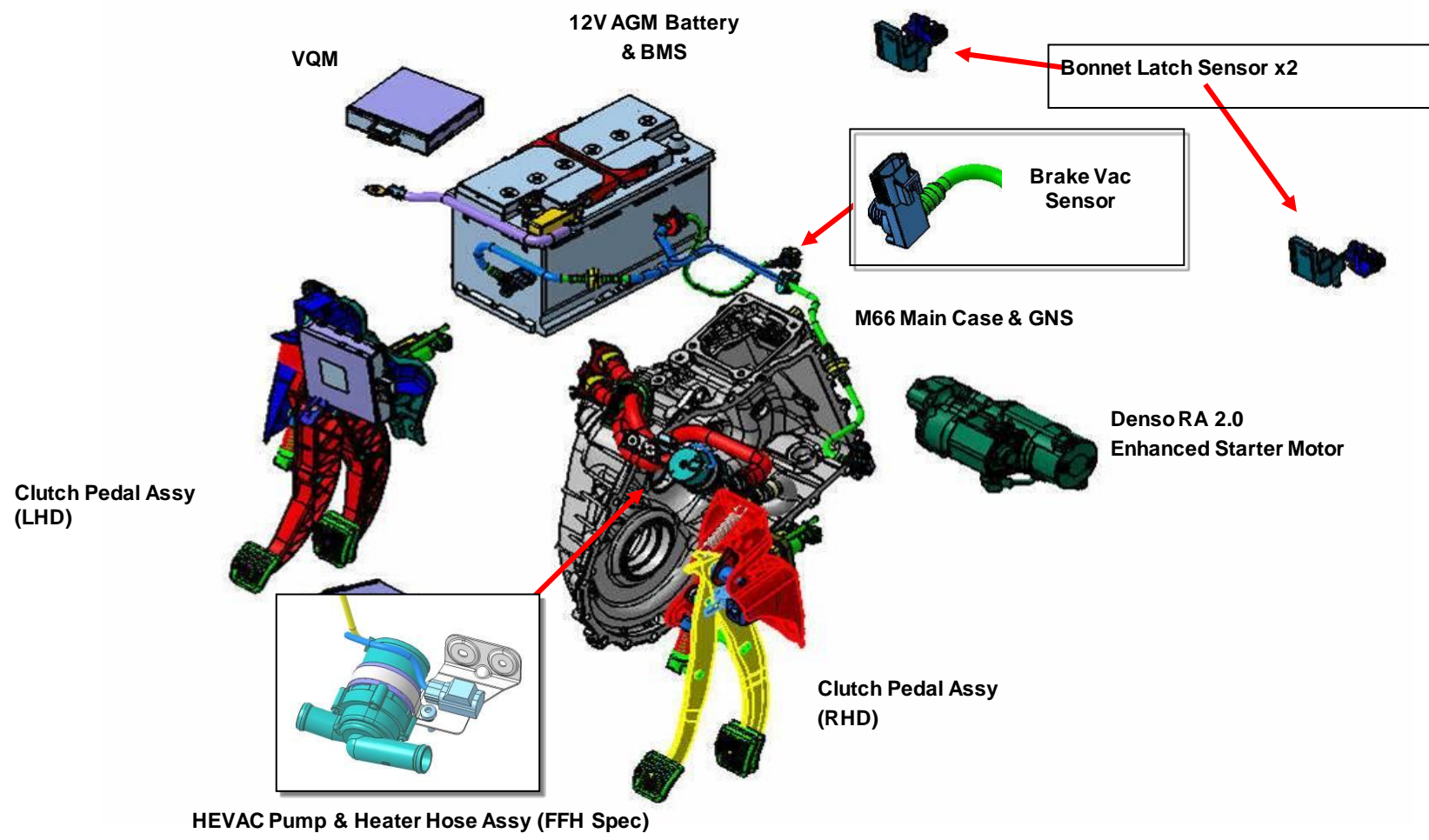
# Hybrid Technology Route Map



194g/km to 179g/km



# Stop Start System components

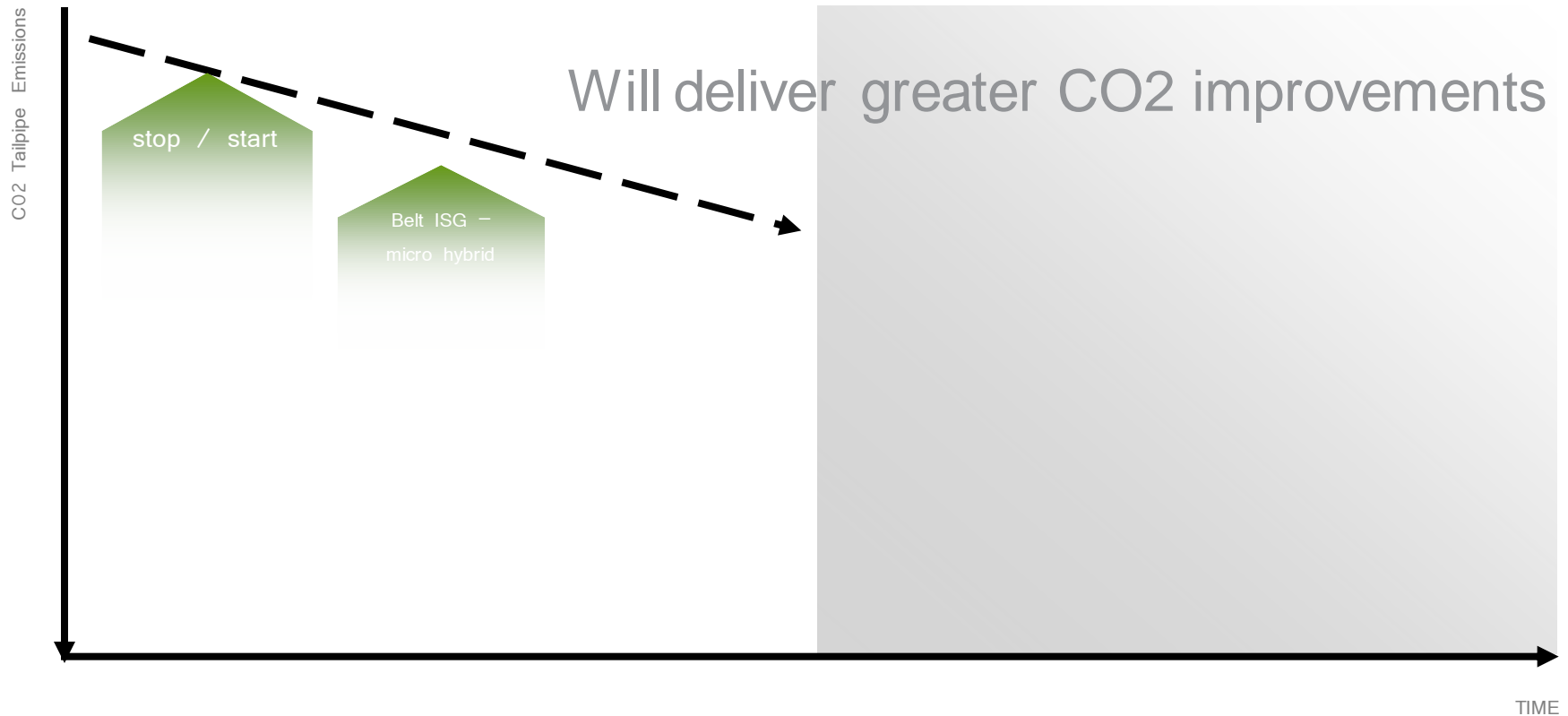


L359 DW12 STOP-START

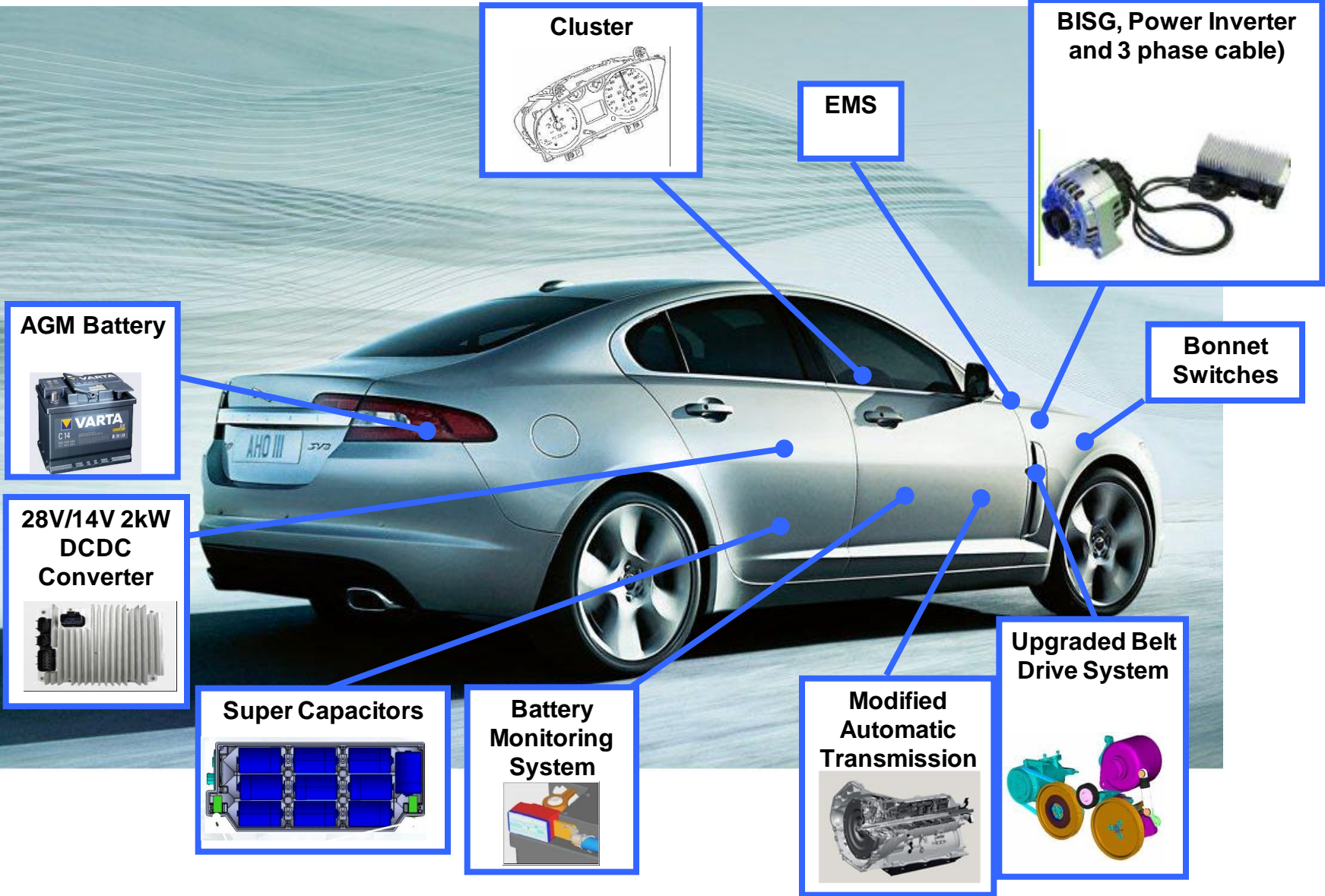
# Hybrid Technology Route Map



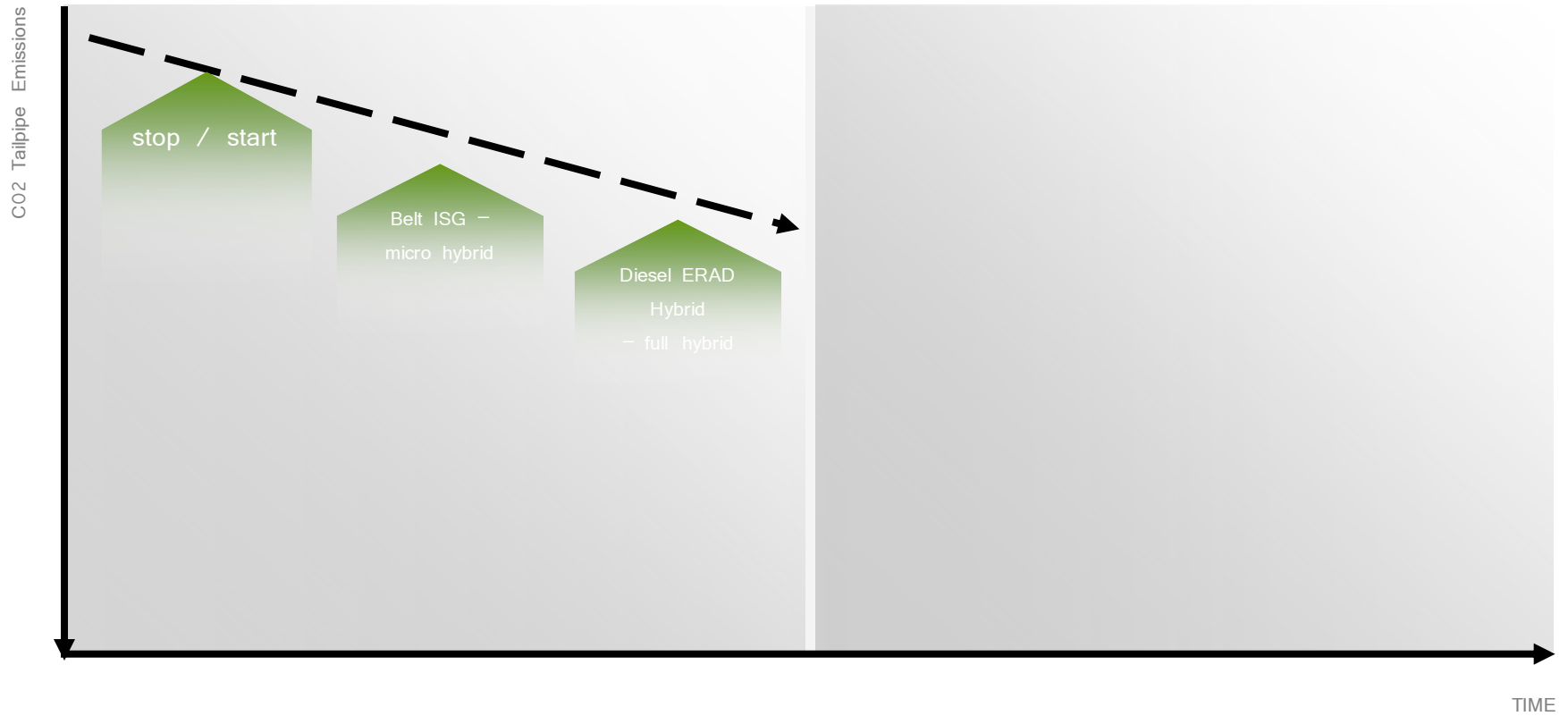
Used in conjunction with 'supercaps'



# System overview BISG



# Hybrid Technology Route Map

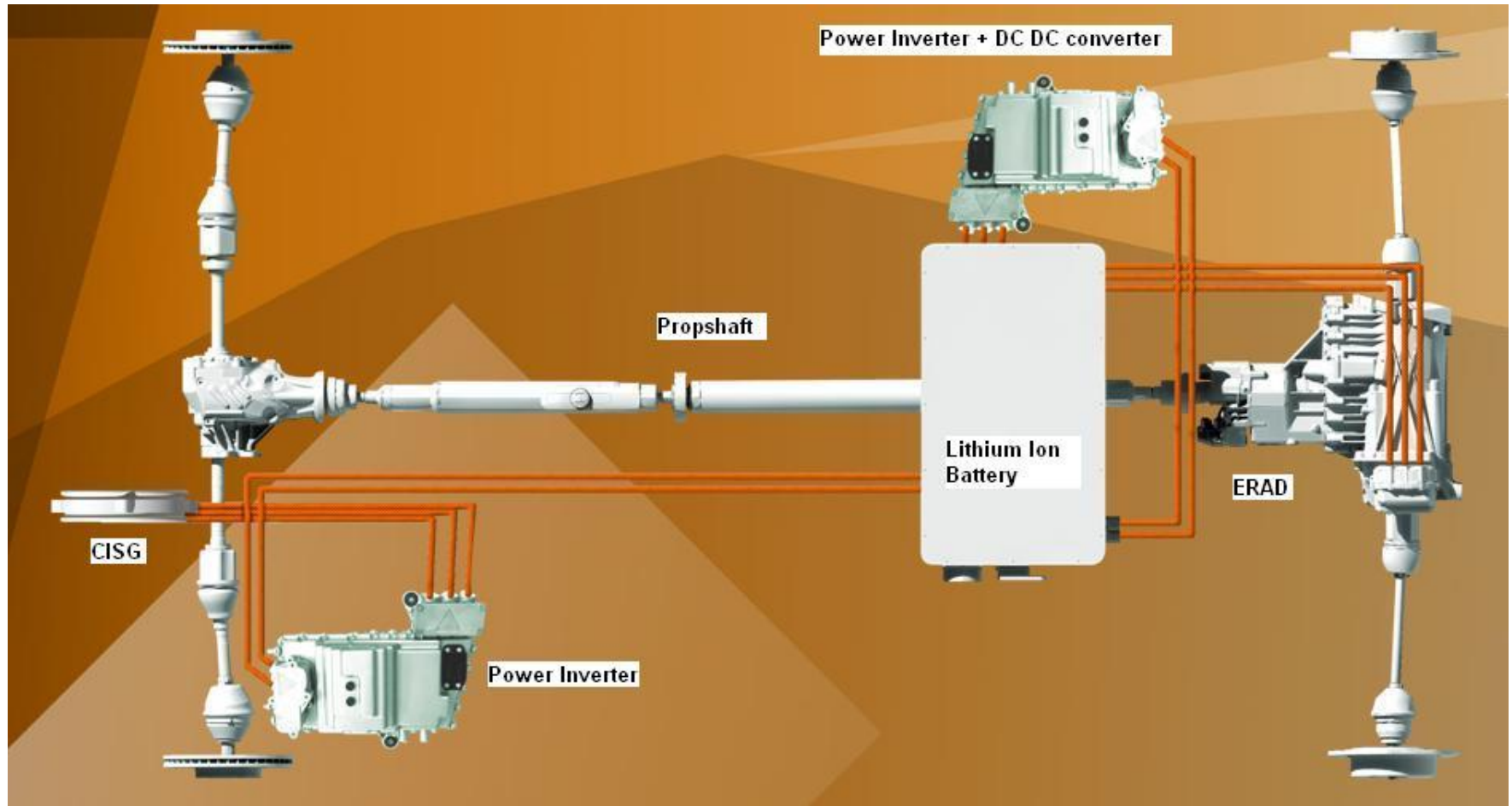


# Diesel ERAD Hybrid (Project Leander)

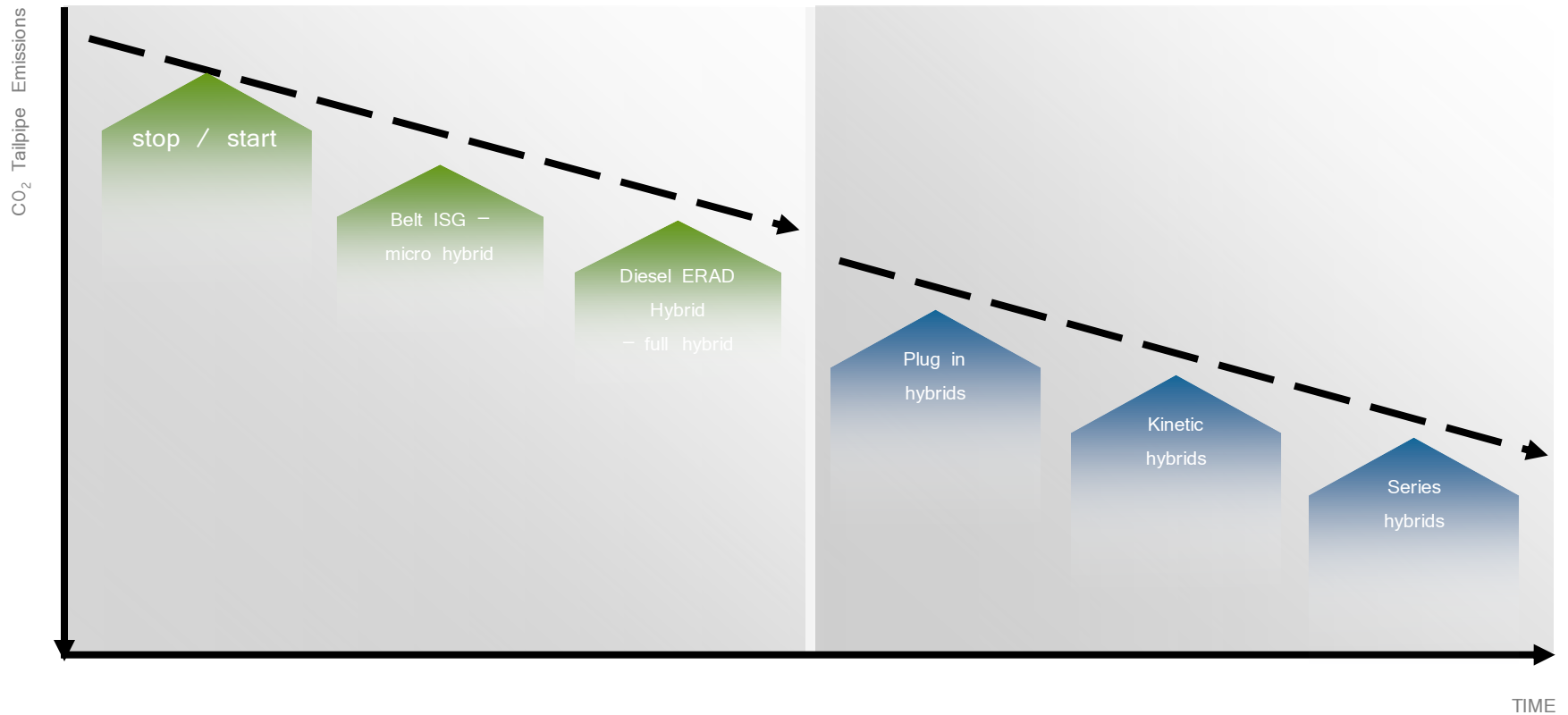


Department for  
**Transport**

# Diesel ERAD Hybrid



# Hybrid Technology Route Map



# Current TSB Projects



## Range Extended Hybrid Electric Vehicle

2 year TSB supported project – commenced Q3 2008  
JLR partnered by EON, Ricardo and Amberjac

## Recycled Aluminium (REAL)

2 year TSB supported project – commenced Q3 2008  
JLR partnered by Novelis, Innoval, Stadco, Norton Aluminium, Brunel University, Zyomax



## Flywheel Hybrid

2 year TSB supported project – commenced Q3 2008  
JLR partnered by Flybrid, Prodrive, Ricardo, Xtrac, Torotrak and Ford



## Limo-Green Series Hybrid

2 year TSB supported project – commenced Q3 2008  
JLR partnered by Lotus, MIRA and Caparo

