

JAGUAR

Media Information

FEARLESS. EXUBERANT. COMPELLING. THIS IS JAGUAR, REIMAGINED.

- A new era for Jaguar begins, with the reveal of a completely reimagined brand
- Transformation of Jaguar recaptures ethos of founder Sir William Lyons to Copy Nothing, by being unique and original
- Exuberant Modernism, a creative philosophy that defines all aspects of the new Jaguar world
- All-new brand identity debuts from 19 November 2024, embodying four key symbols of change
- Jaguar to champion true originality, as a creator and advocate of artistic expression, in all its forms
- Next stage in the transformation of Jaguar to be revealed at Miami Art Week on 2 December 2024, 20:00hrs (U.S. EST), including the debut of its Design Vision Concept

See: www.jaguar.com/copy-nothing

GAYDON, UK – 19 November 2024: A new era begins today for Jaguar.

A completely transformed Jaguar brand recaptures an ethos to Copy Nothing that can trace its roots back to the words of its founder, Sir William Lyons.

Jaguar's transformation is defined by Exuberant Modernism, a creative philosophy that underpins all aspects of the new Jaguar brand world. It embraces bold designs, unexpected and original thinking, creating a brand character that will command attention through fearless creativity.

“Jaguar has its roots in originality. Sir William Lyons, our founder, believed that ‘A Jaguar should be a copy of nothing’.

Our vision for Jaguar today is informed by this philosophy. New Jaguar is a brand built around Exuberant Modernism. It is imaginative, bold and artistic at every touchpoint. It is unique and fearless.

This is a reimagining that recaptures the essence of Jaguar, returning it to the values that once made it so loved, but making it relevant for a contemporary audience. We are creating Jaguar for the future, restoring its status as a brand that enriches the lives of our clients and the Jaguar community.”

Professor Gerry McGovern OBE, Chief Creative Officer

Symbols of change – Jaguar’s new brand identity

The reimagined Jaguar begins its unveiling today with an all-new brand identity that establishes its unique character, through a dramatic new visual language.

Meaning is embedded in each of the four symbols of change, reflecting brand values and providing clues for what is to come.

Device Mark

Jaguar’s new device mark is its signature.

It is a powerful celebration of modernism – geometric form, symmetry and simplicity – demonstrating the unexpected by seamlessly blending upper and lowercase characters in visual harmony.

Strikethrough

This bold linear graphic generates an unmistakeable presence and an immediately recognisable visual for Jaguar, striking through imitation and the ordinary.

Exuberant Colours

Exuberant use of colour is a cornerstone of Jaguar's new brand identity, embedded in its values and its association with art. Primary colours, born from the painter's palette – yellow, red and blue – are the tonal building blocks, always presented with texture or movement.

Makers Marks

Consisting of the newly reimagined Jaguar 'leaper' that is our precious mark of provenance. Always leaping forward, it is a representation of excellence and hallmark of the brand.

The monogram is a code for expression and a signifier of a completed work. It is used as a flourish or finishing touch.

Copy Nothing

On 2 December 2024, 20:00hrs (U.S. EST), at Miami Art Week, Jaguar will present "Copy Nothing", the first global public installation for its new brand that will include the physical manifestation of its Exuberant Modernism creative philosophy, in a Design Vision Concept.

This dramatic, unmistakable and unexpected expression of what it means to Copy Nothing will be a preview of the fearless approach to come from Jaguar.

Jaguar's presence in Miami will establish its advocacy for artistic expression, in all its forms. Through a series of meticulously curated gallery spaces over

two locations, Jaguar will share its platform with new and ground-breaking emerging artists who share its ethos of Copy Nothing.

“To bring back such a globally renowned brand we had to be fearless.

Jaguar was always at its best when challenging convention.

That ethos is seen in our new brand identity today and will be further revealed over the coming months.

This is a complete reset. Jaguar is transformed to reclaim its originality and inspire a new generation.

I am excited for the world to finally see Jaguar.”

Rawdon Glover, Managing Director, Jaguar

ENDS

Notes to Editors

About Jaguar

Jaguar inspires like no other. Since 1935, it has been at its best when looking forward. A copy of nothing.

Now, a new era begins. The first physical demonstration of Jaguar’s exuberant design will be shown at Miami Art Week.

Fearlessly unique and emotionally engaging, it strives for the highest level of creative endeavour. This new identity and visual language are symbols of change that respect the past and inspire what’s to come.

Important notice

JLR is constantly seeking ways to improve the specification, design and production of its vehicles, parts and accessories and alterations take place continually. Whilst every effort is made to produce up-to-date literature, this document should not be regarded as an infallible

guide to current specifications or availability, nor does it constitute an offer for the sale of any particular vehicle, part or accessory. All figures are manufacturer's estimates.

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