

JAGUAR

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ARCHITECTURAL DRAMA: JAGUAR REVEALS TYPE 01 INTERIOR

- Jaguar Type 01 interior seen for the first time
- Dramatic central spine creates four individual spaces
- A cossetting and confidence-inspiring driving position
- Tonal interior palette reflects the enduring beauty of travertine stone
- Slim dashboard integrates new infotainment for instinctive control
- Type 01 prototype appears with distinctive new wrap at Pebble Beach Concours
- All will be revealed in New York on 6 October 2026

Gaydon, UK – 12 AUGUST 2026: Step inside Jaguar Type 01. A dramatic interior that gives every journey a sense of occasion.

A central spine runs the full length of the cabin, accentuating the longitudinal nature of the design and creating four individual spaces – a concept car vision brought to production. The cabin shrinks around the driver with a low seating position that cossets and inspires confidence.

Influenced by the enduring beauty of travertine stone and the rich textures of artisan textiles, Type 01 is a deeply sensorial experience. The brass-inspired finish on the central spine is repeated along the tops of the doors. Running the entire length of the cabin, these signature art pieces bear the Jaguar leaper.

Thomas Holden, Chief Interior Designer, Jaguar, said: *“Our holistic design philosophy translates the vehicle’s exterior presence into a distinctive interior architecture. In contrast to the horizontal interior design norm, we emphasise its dramatic longitudinal nature through the central spine – an architectural statement that creates four individual spaces. With authentic materials, technology on demand and reductive flowing surfaces, Type 01 presents*

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unmistakable drama and theatre that will define the modern luxury automotive interior of the future."

Strikethrough elements visually merge the bonnet and the slim dashboard, breaking the boundaries between exterior and interior. One coherently crafted form with bold linear graphics. Unmistakably Jaguar.

Infotainment technology is part of the interior architecture, designed to make life easier. Digital interfaces are intelligently applied for control on demand. A digital ClearSight Rear View Display is positioned centrally at the base of the windscreen, at the same height as the door mirrors, to help the driver focus.

Drama is in every detail. Concealed compartments, hidden-until-needed technologies and unexpected moments of colour. A manifestation of Jaguar's exuberant modernist creative philosophy.

Rowdon Glover, Managing Director, Jaguar, said: *"Jaguar Type 01 is the first production car to follow our new creative philosophy. Unmistakable from every angle, the interior is no different. With Type 01, we wanted every journey to be an occasion, from how it drives to how it looks and how it makes you feel. With a confidence-inspiring GT driving position, clean and sophisticated technology and dramatic styling, Type 01 has an interior like no other."*

The Jaguar Type 01 prototype will debut in North America with a distinctive new wrap for Monterey Car Week. This showcase like no other will culminate at Pebble Beach Concours on Sunday 16th August as Jaguar celebrates its glorious heritage.

Jaguar Type 01 will be revealed in New York on 6 October 2026.

ENDS

NOTES TO EDITORS

Type 01 inaugurates a new era. 'Type' references legendary predecessors, '0' is for zero tailpipe emissions, '1' for the first of a new generation. Designed, developed and built in the heart of

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the UK, Type 01 will be the first production Jaguar built on the exclusively dedicated Jaguar Electric Architecture (JEA), created without compromise to give every journey a sense of occasion and emotion. The luxury four-door GT demonstrates how a bespoke architecture for Jaguar enables an entirely new approach to design, proportions, vehicle dynamics, and occupant experience. Unmistakable from every angle, it will set a new benchmark for modern luxury and craftsmanship.

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