

NEWS

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JAGUAR LAND ROVER BRANDS RANK IN THE TOP FIVE AMONG NAMEPLATES IN J.D. POWER AND ASSOCIATES 2010 AUTOMOTIVE PERFORMANCE, EXECUTION AND LAYOUT (APEAL) STUDY

Contact:

Stuart Schorr
Communications & Public
Affairs Vice President
201.760.8561
sschorr@jaguarlandrover.com

Leah Watkins-Hall
Corporate, Brand & Interactive
Communications Manager
201.760.8578
lwatki40@jaguarlandrover.com

Jaguar Ranks 2nd among Nameplates; While Land Rover Ranks 5th, Improving Four Ranking Positions and Range Rover Receives the Award for Large Premium Crossover/SUV, In a Study that Measures Customers' Delight with the Design, Features and Layout of Their Vehicles

MAHWAH, N.J., JULY 15, 2010 – According to J.D. Power and Associates 2010 Automotive Performance, Execution and Layout (APEAL) StudySM released today, Jaguar ranks 2nd among nameplates for the third year in row with a score of 854; while Land Rover ranks 5th among nameplates with an overall score of 836, improving four ranking positions from 2009. Land Rover's Range Rover is the award recipient for Large Premium Crossover/SUV. The APEAL study examines design and performance characteristics across 33 brand nameplates that make a new vehicle a delight to own and drive, and is based on owner evaluations of more than 90 vehicle attributes.

"We are proud of our vehicle performance rankings," says Gary Temple, President of Jaguar Land Rover North America. "Having Jaguar and Land Rover rank highly in this important owner satisfaction study highlights the fact that we are one premium automotive company with two luxury brands committed to providing our customers with high quality vehicles that deliver extraordinary performance, innovative technology, and superior styling."

With the addition of the all-new 2011 model year Jaguar XJ and the highly anticipated launch of the Range Rover Evoque next year, both brands are positioned for growth in the coming years.

With an overall score of 854, Jaguar, this year, surpasses the industry average of 778 by 76 points. It is the third consecutive year that Jaguar earns a 2nd place ranking among nameplates. The Jaguar XF ranks 3rd among vehicles in the Midsize Premium Car segment with a score of 852; 8 points higher than the midsize premium car segment average and receives high scores in the engine/transmission category.

Go to <http://us.mediajaguar.com> or <http://interactivejaguar.com> for Jaguar news releases & high-resolution photographs.

Go to <http://us.medialandrover.com> or <http://interactivelandrover.com> for Land Rover news releases & high-resolution photographs.

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With an overall score of 836, Land Rover improves its ranking position by four, from 9th to 5th place, scoring 58 points above the industry average. This is the fourth consecutive year of score improvements for Land Rover.

Range Rover is the award recipient for Large Premium Crossover/SUV with a score of 847, and receives high scores in vehicle interior, vehicle exterior, driving dynamics and visibility and driving safety categories.

In 2010, the APEAL score for all-new and redesigned models averages 801 on a 1,000-point scale — 11 points higher than in 2009. The J.D. Power and Associates APEAL Study examines how gratifying a new vehicle is to own and drive based on owner evaluations of more than 90 vehicle attributes. The study's unique approach to measuring owner satisfaction and how much a customer likes or dislikes virtually every aspect of their new vehicle provides a powerful tool to manufacturers to influence future product development.

The 2010 APEAL Study is based on responses gathered between November 2009 and February 2010 from more than 82,000 purchasers and lessees of new 2010 model-year cars and trucks who were surveyed after the first 90 days of ownership.

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Jaguar Land Rover is a business built around two great British car brands that design, engineer and manufacture in the UK. Jaguar Cars Limited, founded in 1922, is one of the world's premier manufacturers of luxury sedans and sports cars. Since 1948 Land Rover has been manufacturing authentic 4x4s that define 'breadth of capability' in their segments. The Jaguar XF, XJ and XK models are manufactured at the company's Castle Bromwich plant in Birmingham, while the Land Rover LR2 (Freelander 2) is produced at the Halewood plant in Liverpool. Land Rover's Defender, LR4 (Discovery 4), Range Rover Sport and Range Rover models are all built at the company's Solihull plant. The Jaguar Land Rover business employs 16,000 people, predominately in the UK, including some 3,500 engineers at two product development centers in Whitley, Coventry and Gaydon, Warwickshire. The business is a major wealth generator for the UK with 78 percent of Land Rovers exported to 169 countries and 70 percent of Jaguars exported to 63 countries, with sales to customers conducted principally through franchised dealers and importers.