# Jaguar Land Rover’s radical rebrand sparks sales plunge and public backlash



Jaguar Land Rover has found itself at the epicentre of a heated backlash following its recent rebranding efforts, as the automotive giant seeks to transition towards an all-electric future. The company is now in the process of reviewing its global creative account in light of widespread criticism directed at its recent advertising initiatives.

The rebrand, announced last December, has been characterized as "the biggest change in Jaguar’s history," but the reception has been far from favourable. Critiques have centred on a promotional video that eschewed traditional elements such as the iconic leaping-cat logo and any representation of Jaguar vehicles. Instead, the advertisement featured a surreal landscape populated by models clad in vibrant attire, as well as abstract visuals, which many feel starkly diverged from the brand's luxury heritage. Rawdon Glover, Jaguar's managing director, has defended this new direction, stating that it’s crucial for the brand to stand out amidst traditional automotive marketing tropes. "If we play in the same way that everybody else does, we'll just get drowned out," he remarked to the Financial Times.

Despite Glover's assertion that the advertisement garnered over 160 million views online, the commercial has drawn scorn from both the public and industry figures, including high-profile critiques from Elon Musk and Nigel Farage. Musk, in an observation on social media, bluntly questioned whether Jaguar still sells cars, while Farage condemned the rebranding as something that could lead to the company’s downfall. Such strident reactions highlight a segment of consumers who feel alienated from the brand's current trajectory.

Indeed, the fallout from this strategic pivot has been palpable in Jaguar's sales figures. Reports indicate a staggering decline of more than 25% in car sales in the UK for 2024, with Jaguar moving just 33,320 units, a significant drop from 61,661 in 2022 and a far cry from the 161,601 sold in 2019. This decline is particularly poignant against the backdrop of Jaguar Land Rover's ongoing transition to electric vehicles, a strategy that aims to position it as a high-end brand, focused on ultra-wealthy consumers willing to pay over £100,000 for luxury electric sedans.

Moreover, reactions to the rebranding strategy have not been uniformly negative. Observers note that while it deviates from Jaguar’s established identity, it reflects a broader trend within the automotive industry towards more modern, socially-conscious branding methods aimed at younger demographics. Dr Martina Olbert, founder and CEO of Meaning, noted that Jaguar's approach appears to align with a desire to be "super cool" but cautioned that such an extravagantly visual method might fail in substance.

This shift comes as Jaguar Land Rover is simultaneously grappling with operational challenges, having halted the release of new models until 2026. This pause is viewed as a gamble—one that could limit the brand's market presence and further exacerbate the decline in sales during this critical transitional phase. While the company hopes to recover and reclaim its status as an innovator in luxury automobiles, the road ahead appears fraught with challenges.

Jaguar’s broader strategy, termed 'Project Roar,' seeks not only to redefine the brand but to navigate the complexities of modern consumer expectations and global market trends. As the automotive landscape rapidly evolves, Jaguar Land Rover will need to reconcile its rich legacy with contemporary demands, ensuring that its ambitious plans for electric vehicles do not alienate its enduring customer base.

### Reference Map

1. Paragraph 1: [[1]](https://www.express.co.uk/news/world/2052853/jaguar-land-rover-new-ad-agency-woke-disaster-nigel-farrage)
2. Paragraph 2: [[1]](https://www.express.co.uk/news/world/2052853/jaguar-land-rover-new-ad-agency-woke-disaster-nigel-farrage), [[2]](https://www.theguardian.com/business/2024/nov/23/jaguar-boss-defends-new-ad-and-rebrand-amid-vile-hatred-online)
3. Paragraph 3: [[1]](https://www.express.co.uk/news/world/2052853/jaguar-land-rover-new-ad-agency-woke-disaster-nigel-farrage), [[3]](https://www.theguardian.com/business/2024/dec/01/claws-are-out-as-jaguar-heads-down-ev-rebrand-road)
4. Paragraph 4: [[1]](https://www.express.co.uk/news/world/2052853/jaguar-land-rover-new-ad-agency-woke-disaster-nigel-farrage), [[2]](https://www.theguardian.com/business/2024/nov/23/jaguar-boss-defends-new-ad-and-rebrand-amid-vile-hatred-online), [[4]](https://www.ft.com/content/87b75a03-4fa3-4072-bfd2-0d23733dee8a)
5. Paragraph 5: [[6]](https://www.cnbctv18.com/auto/jaguar-uk-sales-nosedive-53-as-brand-halts-new-models-land-rover-grows-3-in-november-19519942.htm), [[5]](https://www.theguardian.com/world/2024/dec/04/wednesday-briefing-what-jaguars-radical-rebrand-reveals-about-the-shift-to-electric-cars)
6. Paragraph 6: [[6]](https://www.cnbctv18.com/auto/jaguar-uk-sales-nosedive-53-as-brand-halts-new-models-land-rover-grows-3-in-november-19519942.htm), [[7]](https://www.reuters.com/business/autos-transportation/indias-tata-motors-slides-8-after-luxury-arm-jlr-pauses-exports-us-2025-04-07/)
7. Paragraph 7: [[4]](https://www.ft.com/content/87b75a03-4fa3-4072-bfd2-0d23733dee8a), [[5]](https://www.theguardian.com/world/2024/dec/04/wednesday-briefing-what-jaguars-radical-rebrand-reveals-about-the-shift-to-electric-cars)

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## Bibliography

1. <https://www.express.co.uk/news/world/2052853/jaguar-land-rover-new-ad-agency-woke-disaster-nigel-farrage> - Please view link - unable to able to access data
2. <https://www.theguardian.com/business/2024/nov/23/jaguar-boss-defends-new-ad-and-rebrand-amid-vile-hatred-online> - Jaguar's managing director, Rawdon Glover, defended the company's new advertisement and rebranding efforts, which faced significant online backlash. The 30-second clip featured models in vibrant clothing without showcasing any cars or the traditional Jaguar logo. Glover emphasized the need for the brand to stand out and not conform to traditional automotive stereotypes. Despite the criticism, he highlighted the positive reception the campaign received, noting over 160 million views on social media. The rebranding aims to recapture Jaguar's essence while appealing to a contemporary audience.
3. <https://www.theguardian.com/business/2024/dec/01/claws-are-out-as-jaguar-heads-down-ev-rebrand-road> - Jaguar's unveiling of its first electric concept car in Miami was overshadowed by controversy stemming from a 30-second teaser trailer. The advertisement, featuring diverse models in an alien landscape with the tagline 'Copy nothing,' signaled a decisive break from the brand's past. The campaign faced criticism, including a notable response from Tesla CEO Elon Musk, who questioned if Jaguar still sold cars. The rebranding strategy aims to position Jaguar as an electric-only, high-end brand by 2025, focusing on a niche market of ultra-wealthy consumers.
4. <https://www.ft.com/content/87b75a03-4fa3-4072-bfd2-0d23733dee8a> - Jaguar's recent rebranding efforts, termed 'Project Roar,' have sparked controversy and debate over its new direction. The company released a conceptual 30-second advert focusing on fashion models and abstract slogans, leading to mixed reactions. Critics argue that it diverges from Jaguar's traditional luxury image and may not suit current market trends, particularly in China and the Middle East. Jaguar plans to relaunch in 2026 as an all-electric brand with high-end models priced over £100,000, aiming to cater to a niche market of ultra-wealthy consumers.
5. <https://www.theguardian.com/world/2024/dec/04/wednesday-briefing-what-jaguars-radical-rebrand-reveals-about-the-shift-to-electric-cars> - Jaguar's radical rebranding, including the unveiling of the Type 00 concept car, reflects the brand's shift towards an electric future. The rebranding aims to appeal to a younger, affluent demographic, moving away from traditional automotive stereotypes. The Type 00 concept car, presented in two distinct colors, signifies a bold statement of change. The rebranding strategy focuses on high-end electric sedans, with plans to halt the release of new vehicles until 2026, further limiting its market presence during the transition period.
6. <https://www.cnbctv18.com/auto/jaguar-uk-sales-nosedive-53-as-brand-halts-new-models-land-rover-grows-3-in-november-19519942.htm> - Jaguar Land Rover reported an 11% year-on-year decline in UK retail sales for November 2024, with Jaguar's sales dropping 53%. The decline is attributed to the brand's ongoing transition phase, including halting the release of new vehicles until 2026 to focus on rebranding as a maker of high-end electric sedans. In contrast, Land Rover sales rose by 3% year-on-year, underscoring its steady popularity. The rebranding strategy aims to position Jaguar as an electric-only, high-end brand by 2025, focusing on a niche market of ultra-wealthy consumers.
7. <https://www.reuters.com/business/autos-transportation/indias-tata-motors-slides-8-after-luxury-arm-jlr-pauses-exports-us-2025-04-07/> - Shares of India's Tata Motors fell 10% following Jaguar Land Rover's decision to halt exports of UK-manufactured vehicles to the U.S. in response to a newly imposed 25% import tariff by President Donald Trump. The U.S. is JLR's second-largest market, contributing over a quarter of its global sales. The halt in exports is expected to impact JLR's overall sales, with forecasts indicating a 14% drop in the fiscal year ending March 2026, including a 26% decline in U.S. volumes.