# Jaguar Land Rover’s bold rebrand sparks backlash amid sharp drop in sales



Jaguar Land Rover (JLR) is currently navigating turbulent waters following a rebranding initiative that has drawn both ire and intrigue from the public. The UK's luxury car manufacturer aims to reinvent its image but may have underestimated the backlash it would provoke. Earlier this year, the brand released a controversial promotional video that notably omitted its vehicles. Instead, it showcased abstract visuals and non-traditional models dressed in striking attire set against a fantastical backdrop. Critics were quick to lambast the company, with social media figures like Elon Musk openly questioning, "Do you sell cars?"—a sentiment echoed by political figure Nigel Farage, who suggested that Jaguar deserved to fail for its misguided approach.

This effort, branded under "Project Roar," reflects a marked shift in strategy as JLR pivots towards electric vehicles, signalling a break from its storied heritage. The carmaker's approach has drawn comparisons to its previous attempts at rebranding that failed to resonate with traditional consumers. For instance, an earlier campaign in 2005, which sought to attract a wealthier and younger demographic through the "Gorgeous" narrative, fell flat without demonstrating any boost in sales figures.

Currently, JLR faces stark contrasts in its sales performance. Reports indicate a staggering 25% plummet in sales from 2022 to 2024, with figures sinking from over 61,000 to just 33,320 vehicles sold. Observers note that this decline comes despite JLR's intentions to reposition itself as a high-end, all-electric brand by 2026, with new models priced above £100,000. While such an ambitious plan could appeal to a niche market, the company risks alienating its passionate customer base.

Rawdon Glover, JLR's managing director, has defended the new strategy, asserting the need for a fresh approach to stand out in a saturated market. He remarked that if Jaguar were to continue following conventional methods, it would likely get lost among competitors. Glover views the rebrand as essential for capturing the contemporary essence of Jaguar, even amidst observable backlash. He stated his disappointment at the hateful comments targeting the models in the promotional video, underscoring a commitment to diversity and modern representation.

Despite the criticism, some praise the provocative direction. The campaign has managed to amass over 160 million views, demonstrating that, while polarising, it does capture attention and generate discourse. However, the risk of alienating long-time supporters weighs heavily on JLR, particularly as industry experts suggest that the luxury market is evolving, especially in regions like China and the Middle East. There is a pressing need to strike a balance between innovation and heritage in order to sustain its reputation.

As JLR seeks a new advertising agency to replace Accenture Song amid this fallout, it becomes apparent that the stakes are high. The company's trajectory will be closely watched as it attempts to rekindle the loyalty of its base while attracting a new generation of drivers. The path forward remains fraught with challenges, especially as it contends with declining sales and increasing competition from established luxury electric brands.

In summary, Jaguar Land Rover stands at a critical juncture as it endeavours to redefine its identity in an era characterised by rapid change and heightened consumer expectations. The upcoming years will determine whether its ambitions can be transformed into a successful reality, or if its bold new vision will drive it further into a corner.

### Reference Map

1. Paragraphs 1, 2
2. Paragraph 2
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5. Paragraph 5
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7. Paragraph 7

Source: [Noah Wire Services](https://www.noahwire.com)

## 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.ft.com/content/87b75a03-4fa3-4072-bfd2-0d23733dee8a> - Jaguar's recent rebranding efforts have sparked controversy and debate over its new direction with 'Project Roar'. Back in 2005, Jaguar attempted a rebrand targeted at a younger, wealthier audience with the 'Gorgeous' campaign, which failed to resonate and did not improve sales. Now, the company has released a conceptual 30-second advert without featuring cars, focusing instead 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 and will reduce its production to cater to a niche market of ultra-wealthy consumers. The success of this significant transformation remains uncertain amidst industry challenges and evolving consumer preferences.
3. <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 move away from traditional automotive stereotypes after a clip of its new advert was met with a barrage of 'vile hatred and intolerance' online. The 30-second clip featured models in brightly coloured clothing set against vibrant backdrops, without a car or the company's traditional cat logo. Glover stated that if Jaguar played in the same way as everyone else, it would get drowned out, emphasizing the need for a reimagined approach. Despite the backlash, the campaign garnered over 160 million views on social media. Glover expressed disappointment over the negative comments towards those featured in the video and highlighted the rebranding as a recapture of Jaguar's essence, making it relevant for a contemporary audience.
4. <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 surrounding a 30-second teaser trailer featuring a diverse group of models in a vaguely alien landscape. The 'Copy nothing' tagline signaled a decisive break with the past, leading to significant backlash. Tesla CEO Elon Musk responded to the video on X, asking, 'Do you sell cars?' The campaign has been polarizing, with some applauding the bold statement and others feeling it abandoned the spirit of classic models like the 1960s E-Type sports car. The rebranding effort aims to position Jaguar as an electric-only, high-end brand by 2025, marking a significant departure from its traditional image.
5. <https://www.theguardian.com/business/2023/mar/13/how-jaguar-land-rover-fell-behind-in-the-race-to-an-electric-future-and-what-it-means-for-the-uk> - Jaguar Land Rover (JLR) has faced challenges in its transition to electric vehicles (EVs), with sales of Jaguars declining from over 180,000 in 2018 to 65,000 in 2022. The company had initially planned to build an electric version of the Jaguar XJ but canceled it, instead aiming to be electric-only and more expensive by 2025. The shift towards electrification is part of a broader strategy to drive Jaguar upmarket, but it comes with risks, including the potential alienation of traditional customers and the need to compete with established luxury EV brands.
6. <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 plunged 10% on Monday, marking their worst single-day decline in over three years. The drop follows Jaguar Land Rover’s (JLR) announcement to halt exports of its UK-manufactured vehicles to the U.S. in response to a newly imposed 25% import tariff by President Donald Trump. Since the tariffs were announced on March 26, Tata Motors' stock has fallen by 22%, far outpacing the 6.3% decline in the Nifty 50 index. The U.S. is JLR’s second-largest market after the EU and contributes over a quarter of JLR's global sales, particularly for models such as Range Rover Sports and Defenders. JLR constitutes two-thirds of Tata Motors’ revenue and a significant portion of its profit and cash flow. The broader auto sector also took a hit, with component supplier Bharat Forge sliding 10% due to its exposure to U.S. firms like Tesla. CLSA forecasts a 14% drop in JLR’s overall sales for the fiscal year ending March 2026, including a 26% decline in U.S. volumes. Despite these setbacks, analysts on average still maintain a 'buy' rating on Tata Motors' stock.
7. <https://www.reuters.com/business/autos-transportation/indias-tata-motors-slumps-q3-profit-miss-2025-01-30/> - India's Tata Motors experienced a significant drop in its share price, falling by about 9% to a 14-month low following disappointing third-quarter results. Concerns were raised about the performance and future growth of its luxury Jaguar Land Rover (JLR) segment. The company's shares were the biggest decliner on the Nifty 50 and Nifty auto indexes, with the latter falling by 0.3% while Nifty 50 rose slightly by 0.41%. Analysts highlighted weak demand in China and Europe for JLR cars, where cheaper local alternatives are preferred. Despite hopes for improved sales in the current quarter, Tata Motors' full-year margin target is deemed difficult to achieve by some analysts. JLR's pre-tax profit decreased by nearly 17% to 523 million pounds, significantly contributing to the overall decline in Tata Motors' profit to 54.51 billion rupees, which was well below expectations. Several brokerages have since lowered their price targets and ratings for Tata Motors.