# Jaguar and LEGO Lead the Way with Major Sustainability Initiatives



Jaguar and LEGO Announce Major Sustainability Initiatives

Jaguar, the UK's largest car brand, is making a significant shift by discontinuing all petrol-powered vehicles to become fully electric by 2025. This move is part of the company's "Reimagine plan," aiming for a zero-carbon future by combining luxury and sustainability. Internal combustion engine production will end by the close of 2024. The first electric model, a four-door GT car, will debut soon, boasting performance exceeding 600 horsepower, compared to the current F-type's 575 horsepower.

The Reimagine plan targets achieving zero carbon emissions by 2039. Jaguar Land Rover (JLR) aims to electrify 80% of its sales by 2030, encouraging its over 5,000 direct suppliers to adopt science-based emissions reduction targets. Collaborations with Deepform and Ascend Elements are key to streamlining this transition.

Meanwhile, LEGO Group has introduced the Supplier Sustainability Programme to cut carbon emissions throughout its supply chain, which accounts for over 99% of its carbon footprint. The initiative mandates suppliers to meet new emission targets by 2026, underpinning LEGO’s goals of reducing emissions by 37% by 2032 and achieving net-zero by 2050.

The programme extends the Engage-to-Reduce initiative from 2014, focusing on collaborative actions, such as improving efficiency and switching to renewable energy. LEGO’s increased investment in sustainable materials and technology reflects this urgency. LEGO executives emphasize the need for partnership and accelerated action to meet their ambitious sustainability targets.

These announcements from Jaguar and LEGO highlight significant steps towards sustainability within their respective industries.