

REIMAGINE

ELECTRIC-FIRST

Jaguar to be an all-electric luxury brand from **2025**

6 pure electric Land Rovers in the next **5** years

SIMPLIFICATION

3 global vehicle architectures

100% of core manufacturing facilities retained

SUSTAINABILITY

Hydrogen fuel cell prototypes in next **12** months

Zero tailpipe emissions by **2036**

Net zero carbon business by **2039**

STRUCTURED TO SUCCEED

Double-digit EBIT margins and positive cashflow by **2025**

Positive cash net-of-debt by **2025**

c. **£2.5bn** annual investments

