

Jaguar Land Rover Australia Reports Record Full Year Sales For 2014

- **Jaguar Land Rover delivers strong full year sales retailing 11,273 vehicles in 2014, up 19%**
- **Land Rover delivers strongest full year performance on record retailing 10,106 vehicles, up 21%**
- **Global sales up 9% driven by award winning product portfolio**

Jaguar Land Rover Australia has achieved an outstanding sales performance in 2014, retailing 11,273 vehicles, up 19% versus prior year. The Land Rover sales result was the best on record with 10,106 vehicles retailed, up 21%.

Commenting on the full year performance Michael Winkler, Jaguar Land Rover Australia Managing Director, said: **"Jaguar Land Rover has once again outperformed prior year performance, with retails up significantly on both brands. This record result is testimony to strong market appeal of the Jaguar and Land Rover product lines which have been launched over the past few years. With 12 significant new product actions planned for 2015 and the introduction of the new Jaguar XE and the Land Rover Discovery Sport, we expect another exciting year ahead for the company"**

Highlights from the Land Rover result include Range Rover Sport - up 80%, Land Rover Discovery - up 24% and Range Rover - up 30%, all of which contributed significantly to this record result. Range Rover Sport was also recently awarded 4 x 4 of the Year by 4 x 4 Australia magazine.

Jaguar sales were up 5% for the year, retailing 1,105 vehicles. The F-TYPE, which has just completed its first full year of sales, continues to raise brand awareness and recorded an outstanding result. Overall it was Jaguar's strongest full year performance in nearly a decade.