The Toothless Cat

While Jaguar admirably expanded its model lineup and wholeheartedly embraced cutting-edge technologies, it faced persistent challenges in truly matching the sheer sales volumes and consistent profitability of its long-established German rivals.

Jaguar's strategy of trying to compete in the "mass premium" segment with models like the XE and E-Pace against these deeply entrenched competitors was probably the wrong move. As JLR leadership candidly admitted, this sometimes led to a "lower value, lower transacting, and close to zero profitability" situation for some of these models (in layman's terms - cut prices and lose your margin). Overall, Jaguar's production volumes fell from over 180,000 units in 2018 to just 59,300 units in 2024.

Jag had been sliding down an inevitably steeper slope of lost identity and a failure to build on its heritage, which was what Land Rover was doing so well. While it had several interesting new models, they proved to be a 'flash in the pan' and lacked the broader brand loyalty and the ultimate sophistication of their rivals. This challenging market position ultimately led to the rather radical re-evaluation of Jaguar's very future.

The "Reimagine" Strategy: Jaguar's All-Electric Reinvention

In February 2021, JLR unveiled its profoundly transformative "Reimagine" strategy, a plan intended to focus more intently on each brand's segment, which sounds like a good idea, but would have a seismic impact on Jaguar. Part of this strategy was Jaguar boldly declaring it would move to entirely pure-electric luxury from 2025 onwards. This was far more than a mere incremental shift; it was supposed to be a complete "renaissance" and a complete "reimagining" of the brand's very essence.

For Jaguar, the Reimagine strategy was simple. From 2025, exclusively produce battery electric vehicles. This means all internal combustion engine and hybrid models: XE, XF, F-Type, and E-Pace phased out during 2024 to clear the decks for this bold new era. And that included the electric i-Pace, which was no longer radical enough. F-Pace kept going for a bit...

This wasn't just about powertrains; it involved a significant repositioning of Jaguar, deliberately moving away from the "mass premium" aspirations to focus intently on "modern luxury by design." Maybe they had been sitting in on the Land Rover board meetings, with the aim of heightened desirability and exclusivity, rather than chasing sheer sales volume. You might have noticed a new, rather minimalist logo and a palpable shift in their marketing language - all part of this focused brand reset.