

360 GUIDE JAGUAR I-PACE 24MY

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KEY STORIES TO SHARE WITH CLIENTS

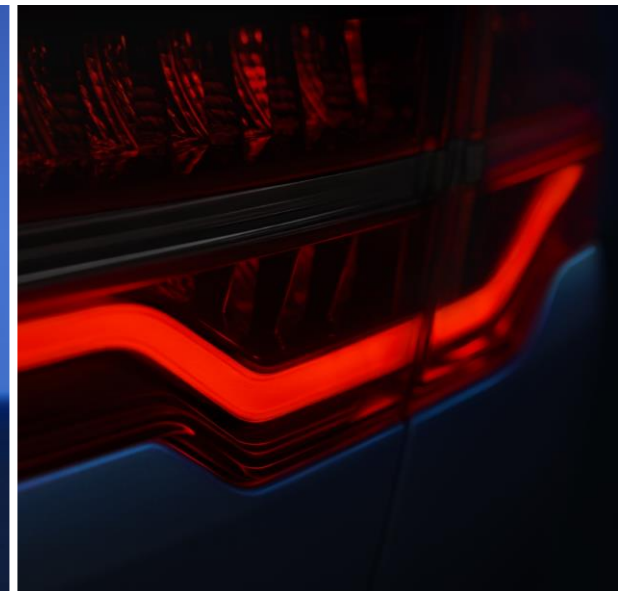
1. Introduction of R-Dynamic model – range at 24MY consists solely of R-Dynamic derivatives with 400PS powertrain*.
2. Updated exterior, including new Graphite Atlas front shield to replace grille, Graphite Atlas finish for front air intakes, and body-coloured side cladding and rear diffuser.
3. Removal of 'I-PACE' badge from rear of the vehicle.
4. Specification upgrades – see the 'At a glance' section.
5. Fixed Panoramic Roof* now available in combination with Black Contrast Roof.
6. Revised paint lineup, including introduction of new Carpathian Grey with Satin or Gloss finish, and Satin finish for Eiger Grey†.
7. 22" Style 5069 wheel features new Satin Grey finish.
8. Curated Offer results in simplified range of options.

* May vary by market – please check your local market information for details.

† Available from mid-2023; please speak to a retailer for availability.

DISCLAIMER

The information detailed in this asset covers all vehicle and market derivatives and optional equipment, some of which may not be fitted to vehicles in your market. The information contained in this asset was correct at the time it was created. In the interest of development, the right is reserved to change specifications, design or equipment at any time without notice and without incurring any obligations. Specification in individual markets will vary from that described in this document.



AT A GLANCE

JAGUAR I-PACE 24MY

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This document provides an overview of what's changed for 24MY, then a suggested guide to help you plan which benefits to share at each step of your product presentations. It has been kept as concise as possible, so for more detailed information on Jaguar I-PACE 24MY please also look at other sources such as your local Jaguar website and the Jaguar I-PACE configurator.

 **AT A GLANCE** | Let's take a quick look at **what's changed**, and the **retained key strengths**, of Jaguar I-PACE.

1. OVERALL STYLING

What's changed	<p>Introduction of R-Dynamic model – range at 24MY consists only of R-Dynamic derivatives with 400PS powertrain*</p> <p>Black Exterior Pack (now standard on R-Dynamic SE and R-Dynamic HSE; optional on R-Dynamic S) produces a sportier, even more dynamic look; – it includes:</p> <ul style="list-style-type: none"> – Gloss Black grille shield surround and side window surround (DLO), plus Narvik Black mirror caps and rear badges 	<p>Bright Exterior Pack (standard on R-Dynamic S; optional on R-Dynamic SE and R-Dynamic HSE) produces a more luxurious, premium appearance: at 24MY, it includes:</p> <ul style="list-style-type: none"> – Polished chrome grille shield surround, Satin Aluminium side window surround and Bright Chrome rear badges (mirror caps remain in body colour) <p>* May vary by market – please check your local market information for details.</p>
Strengths carried over	<p>Dramatic and distinctive combination of shorter hood and large passenger compartment</p> <p>Sporty proportions – the result of space-efficient electric drivetrain</p> <p>Incorporates Jaguar's sports car design DNA with pronounced muscular haunches and coupé-style roofline</p>	<p>Deployable flush door handles</p>

2. APPROACHING THE FRONT

What's changed	<p>New front shield with Graphite Atlas finish replaces grille</p> <p>Graphite Atlas matte finish to front 'cheeks'</p> <p>All vehicles feature new R-Dynamic badge on front lower grille</p>	<p>Refined paint range now comprises seven colours</p> <p>Introduction of new Carpathian Grey (with Satin or Gloss finish) and Satin finish for Eiger Grey (only on vehicles equipped with Black Contrast Roof and Black Exterior Pack)*</p>
Strengths carried over	<p>Standard Front Park Aid</p> <p>Standard LED headlights and Auto High Beam Assist (standard on R-Dynamic S)</p> <p>Premium LED headlights with Daytime Running Lights and static cornering lights (standard on R-Dynamic SE, optional on R-Dynamic S)</p> <p>Matrix LED headlights† with Daytime Running Lights and Animated Directional Indicators (standard on R-Dynamic HSE, optional on R-Dynamic S and R-Dynamic SE)</p>	<p>Seamless integration with digital life</p> <p>27 litres of under-bonnet storage</p> <p>* Fitment may vary by market – please check your local market information for details.</p> <p>† Due to the ongoing semiconductor shortage, this feature is not available as an option at 24MY.</p>

3. LOOKING AT THE FRONT 3/4

What's changed	<p>R-Dynamic HSE features Fixed Panoramic Roof (compared to previous Core HSE specification)</p>	
Strengths carried over	<p>Online range calculator</p> <p>Simple-tariff public charging service</p> <p>Body-coloured roof, replaceable with optional personalised Black Contrast Roof or Fixed Panoramic Roof*</p> <p>Powerful drivetrain, drawing on Jaguar's race-winning Formula E racing technology</p> <p>Almost three times the efficiency of equivalent internal combustion engine</p> <p>Immediate response and instant torque from standstill deliver outstanding acceleration</p>	<p>No tailpipe emissions</p> <p>Compact motors liberate interior space, reduce noise and deliver increased comfort and refinement</p> <p>Drive Control offers choice of three modes</p> <p>Electric cabin pre-conditioning allows heating or cooling via Remote smartphone app or Pivi Pro</p> <p>* Fitment may vary by market – please check your local market information for details.</p>

AT A GLANCE

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AT A GLANCE | Continued

4. FROM THE SIDE

What's changed	<p>Body-coloured side cladding standard on all derivatives</p> <p>Vehicles with Bright Exterior Pack (standard on R-Dynamic S) feature body-coloured door mirror caps</p> <p>Vehicles with Black Exterior Pack (standard on R-Dynamic SE and R-Dynamic HSE) feature black door mirror caps</p> <p>Revised range of wheels (now eight styles) includes 22" Style 5069 wheels in new Satin Grey finish</p>	<p>R-Dynamic SE features Diamond Turned wheels as standard (compared to previous Core SE specification)</p> <p>R-Dynamic S features powerfold, auto-dimming door mirrors as standard (compared to previous Core S specification)</p> <p>New Dynamic Pack includes Electronic Air Suspension, Adaptive Dynamics, JaguarDrive Control with Adaptive Surface Response, tailgate spoiler and 22" Style 5056 wheels in Gloss Black</p>
Strengths carried over	<p>11kW 3-phase AC on-board charger</p> <p>Mode 3 charging cable provided as standard with all models; Domestic charging cable (Mode 2 Basic) optional*</p> <p>Low drag coefficient of just 0.29</p> <p>Aluminium and steel construction delivers lightness and strength</p> <p>Perfect 50/50 front/rear weight distribution</p> <p>Proven Jaguar setup of front double wishbone Integral Link rear suspension</p> <p>Impressive range of up to 470km / 292 miles [WLTP]</p>	<p>Wide range of wheel sizes and finishes – from 18" to 22"</p> <p>Wading depth of up to 500mm</p> <p>All-wheel drive via two electric motors</p> <p>Wide range of Driver Assistance features</p> <p>All models delivered with a 12-month Secure Tracker subscription†</p> <p>* Fitment may vary by market – please check your local market information for details.</p> <p>† In selected markets only: UK, Germany, Spain, Italy, France, Belgium/Luxembourg, Austria/Czech Republic, Portugal.</p>

5. REAR AND REAR INTERIOR

What's changed	<p>All derivatives now feature body-coloured rear diffuser (except vehicles specified with satin paint, which will feature a Gloss Black rear diffuser)</p> <p>'I-PACE' model badge removed from rear of vehicle</p>	<p>Panoramic Roof and Black Contrast Roof can now be specified together</p> <p>All models, including R-Dynamic S, feature Powered Tailgate as standard – manual tailgate is no longer available</p> <p>Optional Activity Key is not available at 24MY due to the ongoing semiconductor shortage</p>
Strengths carried over	<p>Standard Rear Park Aid</p> <p>Rear camera (where available)</p> <p>Optional full-length fixed Panoramic Roof*</p> <p>Powered Gesture Tailgate</p> <p>Optional tailgate spoiler</p>	<p>Electric powertrain and 'cab-forward' design, delivering additional space</p> <p>Optional Active Air Suspension</p> <p>* Fitment may vary by market – please check your local market information for details.</p>

AT A GLANCE

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AT A GLANCE | Continued

6. IN THE DRIVER'S SEAT

What's changed	<p>New DuoTone Light Oyster leather steering wheel – available with Light Oyster interior colourway only</p> <p>Instrument Panel now features Dark Meteor paint with new premium stealth finish in place of previous veneer</p> <p>Simplified seating lineup features 5 seat types instead of 12</p> <p>R-Dynamic S features DuoLeather 12-way adjustable electric seats as standard (compared to previous Core S specification)</p>	<p>R-Dynamic SE features Configurable Ambient Interior Lighting, Wireless Device Charging and lower 5.5" touchscreen as standard (compared to previous Core SE specification)</p> <p>R-Dynamic HSE does not feature 3D Surround Camera or Park Assist (compared to previous Core HSE specification)</p> <p>R-Dynamic S and R-Dynamic SE feature Ebony Morzine headlining</p> <p>R-Dynamic HSE features Ebony suedecloth headlining (above previous Core HSE specification)</p>
Strengths carried over	<p>Apple® CarPlay®</p> <p>Android Auto™</p> <p>Wireless updates</p> <p>Touchscreen primary infotainment interface</p> <p>Pivi Pro infotainment system, utilising three-panel 10" home screen layout, providing smartphone-like feedback</p> <p>Wi-Fi-enabled with data plan</p> <p>Meridian™ Sound System (standard on R-Dynamic HSE, optional on R-Dynamic SE*) with 400W features 11 speakers + sub woofer</p> <p>Meridian™ 3D Surround System* (optional on all models) with 750W features 16 speakers + subwoofer</p> <p>Optional 4-zone climate control system (standard in certain markets)</p>	<p>Interactive Driver Display offering driver choice of full 3D Map View or one of four themes</p> <p>Head-up Display – standard on R-Dynamic HSE, optional on other derivatives</p> <p>Full suite of Driver Assistance Systems</p> <p>Standard rear camera</p> <p>Optional packs</p> <p>Interior full of beautiful details and high-quality materials</p> <p>Seating options include heating, memory and climate functions</p> <p>Split-rim steering wheel</p> <p>Driver-focused cockpit architecture</p> <p>Unique packaging enables innovative storage areas</p> <p>* Due to the ongoing semiconductor shortage, this feature is not available as an option at 24MY.</p>

Many of the features detailed in this 360 Guide can be also demonstrated or highlighted in a compelling way during the product demonstration. Please refer to the 'Product demonstration' section towards the end of this document.

JAGUAR I-PACE 24MY



IN DETAIL | Now let's take a **closer look** at Jaguar I-PACE in detail.

1. OVERALL STYLING

- The **dramatic, distinctive shape** of I-PACE is the result of its shorter bonnet and large passenger compartment – proportions that are only possible because of its intelligently packaged electric drivetrain.
- I-PACE incorporates Jaguar's sports car design DNA through its **distinctive sporting profile** and **aerodynamic lines**, which are both enhanced by its **coupé-style roofline**.
- Pronounced muscular haunches give I-PACE a **powerful stance** and make it **instantly recognisable as a Jaguar**.
- The **door handles** maintain the clean exterior design and help it cut through the air more easily by sitting flush with the bodywork until they are deployed via the key fob or by pressing the door handle.
- 24MY sees the introduction of **R-Dynamic**, which gives I-PACE an even sleeker appearance.
- The range at 24MY consists solely of R-Dynamic derivatives – R-Dynamic S, R-Dynamic SE and R-Dynamic HSE – offered with the 400PS powertrain*.
- Two exterior packs allow clients to tailor the look and feel of their I-PACE:
 - The **Bright Exterior Pack** – which at 24MY is standard on R-Dynamic S and optional on R-Dynamic SE and R-Dynamic HSE – highlights the distinctive shape of I-PACE through a polished chrome grille shield surround; Satin Aluminium side window surround (DLO); and Bright Chrome rear badges. Note that at 24MY, the door mirror caps of vehicles with the Bright Exterior Pack will be body-coloured.
 - The **Black Exterior Pack** – which at 24MY is standard on R-Dynamic SE and R-Dynamic HSE, and optional on R-Dynamic S – produces a sportier, even more dynamic look; it includes Gloss Black grille shield surround and side window surround (DLO), plus Narvik Black mirror caps and rear badges.

* Specification and fitment of features may vary by market – please check your local market information for details.



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IN DETAIL | Continued

2. APPROACHING THE FRONT

- At 24MY, I-PACE features a **new, bold, distinctively designed front grille shield** with a matte Graphite Atlas finish. This emphasises the premium sporting appearance of I-PACE while maximising aerodynamic performance.
- Every I-PACE also features a **new R-Dynamic badge** on the front lower grille at 24MY.
- At 24MY, the front 'cheeks' of I-PACE receive a **matte Graphite Atlas finish**, matching the finish of the new front grille shield.
- Energy-efficient **LED headlights** produce a light close to daylight, making night driving less tiring. Even greater visibility and driving comfort is provided by the **Premium LED headlights** (standard on R-Dynamic SE, optional on R-Dynamic S) that feature **Daytime Running Lights**, static cornering lights and **Auto High Beam Assist**, that reduces driver workload.
- **Matrix LED Headlights*** (standard on R-Dynamic HSE, optional on R-Dynamic S and R-Dynamic SE) automatically adjust the beam's shape to avoid dazzling oncoming vehicles, and include 'Double J' signature Daytime Running Lights and Animated Directional Indicators.
- I-PACE is offered in a **range of attractive colours** that emphasise its dramatic and distinctive shape. At 24MY, the **paint range has been refined** and now includes seven colours. **New options** – Carpathian Grey with Satin or Gloss finish, and a Satin finish for Eiger Grey* – are available on vehicles equipped with Black Contrast Roof and Black Exterior Pack. Note that at 24MY, Caldera Red, Caesium Blue, Indus Silver and Aruba Black are no longer offered.
- **27 litres of storage** is provided under the bonnet – a further benefit made possible by the electric powertrain.
- Headlight power wash remains available as part of the Cold Climate Pack or as a standalone option.

* Fitment may vary by market – please check your local market information for details.

† Due to the ongoing semiconductor shortage, this feature is not available as an option at 24MY.



3. LOOKING AT THE FRONT 3/4

- The **online range calculator** (jaguar.co.uk/jaguar-range/i-pace/electric-vehicles/index.html) allows clients to see how wheel size, temperature and other factors and features affect the vehicle's maximum range of 470km / 292 miles (WLTP).
- Jaguar's **simple-tariff Public Charging Service*** gives owners access to an extensive number of public plug-in points across Europe, with a single monthly bill using a pay-as-you-go (PAYG) model or fixed subscription fee.
- The **body-coloured coupé-style roof** can be replaced with the optional personalised Black Contrast Roof or Fixed Panoramic Roof. The Fixed Panoramic Roof is now standard on R-Dynamic HSE derivatives. At 24MY the Contrast Roof can now be selected in conjunction with Fixed Panoramic Roof, providing clients with even more choice.
- The **powerful drivetrain** uses Permanent Magnet Synchronous electric motors – the same type as used by our race-winning Formula E racing car – which are nearly three times as efficient as an equivalent internal combustion engine and produce no tailpipe emissions.
- The motors produce **instant torque (696Nm)**, resulting in outstanding acceleration: 0-60mph in just 4.5 secs for the 400PS model. The electric drivetrain requires **no gearbox** – so I-PACE responds immediately, with no interruptions to power delivery or response.
- The motors are compact, which frees up **interior space**. They also produce far less noise than an internal combustion engine and create fewer vibrations, making I-PACE **quieter**, more **comfortable** and more **refined**. I-PACE is so quiet that an exterior sound generator automatically activates at lower speed, to inform other road users, particularly pedestrians, of its presence.
- **Drive Control** allows the driver to choose between three modes: **Dynamic**, which increases the vehicle's responses and driving pleasure; **Normal**, the default mode; and **Eco**, which extends the range of I-PACE by reducing energy depletion and encouraging a more efficient driving style through a 'driving style rating' in the vehicle's message centre.



- **Pre-conditioning** has two important elements to it. Firstly, cabin pre-conditioning enhances comfort by allowing owners to heat or cool the cabin via the Remote smartphone app or through Pivi Pro. If the vehicle is on charge, potential range is unaffected as the pre-conditioning draws power from the mains power supply – not the vehicle's battery. Secondly, the owner can also choose to pre-condition the battery, so it is at its optimum operating temperature from the very beginning of the journey, thereby maximising potential range. This is done by setting a departure time via the 'My EV' menu or 'Goodbye screen' on the vehicle's touchscreen.

* The Jaguar Public Charging Service is currently available in Germany, Belgium, Denmark, France, Netherlands, Norway, Luxembourg, Sweden and Switzerland.

IN DETAIL | Continued

4. FROM THE SIDE

- At 24MY, every I-PACE features **body-coloured side cladding**, enhancing its dynamic appearance.
- Note that at 24MY, vehicles with Bright Exterior Pack (standard on R-Dynamic S) feature body-coloured door mirror caps, while vehicles with Black Exterior Pack (standard on R-Dynamic SE and R-Dynamic HSE) feature black door mirror caps.
- I-PACE is equipped with an **11kW three-phase AC on-board charger**, which makes it possible to fully recharge the vehicle overnight and deliver up to 53km (33 miles) of range per hour when an 11kWh supply is available.
- The **low drag coefficient** (just 0.29) of I-PACE helps maximise efficiency and range. Its **striking body** is made of aluminium and steel, **delivering strength** while reducing weight –contributing to its high efficiency.
- The 90kWh lithium-ion pouch battery is protected by the body and by its location – low down between the axles, which gives I-PACE **perfect 50/50 front/rear weight distribution**, contributing to its rewarding handling and ride comfort.
- I-PACE is provided with a Public and Wallbox charging cable (**Mode 3**) as standard; a Domestic charging cable (**Mode 2 Basic**) is optional. For charging times, see the 'Product demonstration' section of this document on page 12. Note that owners must press a button in the charge bowl area to enable removal of the charging cable (I-PACE detects the presence of a charging cable and locks itself).
- Once charged, I-PACE can travel up to **470km / 292miles (WLTP)**, depending on driving style and environmental factors.
- While informing your client of the wheel size and finish of the specific car being shown, let them know that a wide range of wheel sizes and finishes is offered – from **18" to 22"**, including lightweight options. At 24MY, the range has been simplified and features eight styles, making client choice easier. **Note:** wheel fitment is market dependent.
- At 24MY, R-Dynamic SE features **Diamond Turned wheels as standard** (compared to previous Core SE specification).



- At 24MY, the **22" Style 5069 wheel** is available with a new Satin Grey finish, while the 22" Style 5056 in Gloss Black is offered both as a standalone option or as part of the new Dynamic Pack.
- Note that clients who choose the 22" wheel option need to also specify either the optional Air Suspension or the optional Air Suspension with Adaptive Dynamics.
- The **new Dynamic Pack** includes Electronic Air Suspension, Adaptive Dynamics, JaguarDrive Control with Adaptive Surface Response, tailgate spoiler and 22" Style 5056 wheels in Gloss Black.
- R-Dynamic S derivatives feature **powerfold, auto-dimming door mirrors** as standard (compared to previous Core S specification).
- Some clients may ask whether it's safe to drive I-PACE in the rain, or take it to a car wash. Be careful not to patronise them when you confirm it is perfectly fine to do either. You can also inform them that I-PACE has a **wading depth** of up to 500mm.

IN DETAIL

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IN DETAIL | Continued

4. FROM THE SIDE CONTINUED

- I-PACE includes many systems that actively help prevent accidents, and it is the first Jaguar to be fitted with **Motor Drag Torque Control**, which briefly increases torque to wheels when needed, limiting the chance of wheel lock-up when strong regenerative braking takes place in slippery conditions.
- One electric motor drives the front and the other drives the rear axle, providing **all-wheel drive** that delivers more traction and driving security, without the complexity or weight that is typical of all-wheel drive cars powered by internal combustion engines.
- I-PACE employs Jaguar's **all-wheel drive expertise** to help ensure that slippery surfaces do not impede progress; this includes systems such as **All Surface Progress Control**, **Low Traction Launch** and **Adaptive Surface Response**.
- The optional **Adaptive Dynamics** system with **Configurable Dynamics** optimises the balance between comfort, refinement and agility by monitoring vertical wheel positions, vehicle acceleration, steering inputs and throttle and brake pedal activity, and then adjusting suspension damping settings accordingly.
- All I-PACE models are delivered with a **12-month Secure Tracker subscription** (in UK, Germany, Spain, Italy, France, Belgium / Luxembourg, Austria / Czech Republic, and Portugal).

5. REAR AND REAR INTERIOR



- Distinctive yet immediately recognisable as belonging to a Jaguar, the rear of I-PACE features **rear lamp graphics with full LED technology** that emphasise the vehicle's sporty look.
- At 24MY, every I-PACE features a **body-coloured rear diffuser**, emphasising its dynamic appearance.
- Note that at 24MY, the 'I-PACE' badge has been removed from the rear of the vehicle. The Jaguar Leaper and script remain on the rear of the car.
- The optional **Powered Gesture Tailgate*** allows the tailgate to be opened with a simple movement of the foot – so items don't have to be put down before being placed in the loadspace. The Powered Gesture Tailgate* is optional on R-Dynamic HSE models.
- At 24MY, all models – including R-Dynamic S – feature **Powered Tailgate as standard**, enhancing convenience. The manual tailgate is no longer available.

* Due to the ongoing semiconductor shortage, this feature is not available as an option at 24MY.

IN DETAIL

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IN DETAIL | Continued

5. REAR AND REAR INTERIOR CONTINUED

- **3D Surround Camera*** is optional on all models. It makes manoeuvring easier, and reduces the risk of damage or harm. It now includes a **wash feature** to ensure it is always clear of dirt.
- The I-PACE '**cab-forward**' design, made possible by its electric drivetrain, maximises overall trunk volume to 656 litres with coil suspension and 638 litres with air suspension, with a loadspace length of 967mm – enough to accommodate one golf bag and two suitcases.
- A **tailgate spoiler** becomes optional on all models. Note that clients specifying 22" wheels must also select the tailgate spoiler.
- The optional, **full-length Fixed Panoramic Roof†** floods the cabin with light yet – thanks to tinting and infrared-absorption – prevents strong sunlight, UV light and heat from entering, allowing a comfortable cabin temperature to be maintained in all weathers. Note that at 24MY the Fixed Panoramic Roof and Black Contrast Roof can now be specified together.
- **Further benefits can be highlighted as you move into the rear of the cabin:**
 - The front seats are placed further forward, resulting in **more space** between the front and rear seats.
 - The interior floor is almost flat, giving the middle rear seat passenger **extra legroom** and creating space for a cubby bin under the front centre armrest.
 - There's convenient **storage space** under the full width of the rear seats, which now have a **40:20:40 split** and **ski hatch** as standard.
- The optional **Activity Key*** can be worn during leisure activities, enabling the key fob to be securely kept inside I-PACE – removing anxiety around losing, damaging or hiding the vehicle's key fob.



- The optional **Active Air Suspension:**
 - Automatically lowers I-PACE at higher speeds for extended periods of time, improving aerodynamic performance and so increasing range.
 - Automatically increases ride height when travelling off-road, providing better ground clearance to reduce the risk of the vehicle being damaged or getting stuck.
- It should be noted that the reduced section spare wheel is not available with 22" wheels (and vice versa). Note also that in markets where a spare wheel is standard, self-sealing tyres may not be specified.

* Due to the ongoing semiconductor shortage, this feature is not available as an option at 24MY.

† Fitment may vary by market – please check your local market information for details.

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6. IN THE DRIVER'S SEAT



- I-PACE features **Pivi Pro**, an advanced infotainment system that is intuitive to use, quick to respond and easy to customise. Replacing Touch Pro, Pivi Pro allows the driver to view key information with a single glance, and to access their most-used features in two taps or less from the home screen, without having to navigate through menus. Two smartphones can be paired simultaneously.
- Pivi Pro also **'learns' information** such as most-visited destinations and preferred roads (turning off voice guidance when more familiar routes are being used), can update itself automatically and enables owners in connected markets to benefit from real-time navigational information.
- The Jaguar InControl **Remote app** lets owners set a destination while at home, ready for when they get into I-PACE.
- Please note that the current Route Planner App and Portal are for exclusive use with InControl Touch Pro. Over the coming months an update to both Pivi Pro and the Remote App will allow owners to send destinations to the Pivi Pro navigation system for added convenience.
- Pivi Pro utilises **dual screens**, allowing driver and passenger to view required information while simultaneously interacting with additional features through:
 - A **10" screen** providing at-a-glance information and features the driver cares most about whilst driving – for example, Navigation, Phone and Media – which can also be customised.
 - Lower **5.5" touchscreen** with multi-function dials providing haptic feedback, controlling functions such as climate control, driver mode and massage and climate seats.
 - Greatly enhanced and **more intuitive voice control** (including 'Hey Jaguar') and **simplified access to apps**.
- The **12.3" Interactive Driver Display** makes driving easier and more pleasurable by letting the driver quickly select what information they wish to see directly in front of them by selecting from a number of high-definition, full-screen views such as 3D navigation, media player or driver assistance information.
- The optional **Head-up Display** (standard on HSE) is discreetly recessed in the binnacle geometry and presents easily changed key vehicle data – such as speed, selected gear, navigation directions or off-road driving information – on the windscreen in high resolution and full colour, allowing the driver to keep their eyes on the road. It can also display important information from the Pivi Pro Touchscreen or the user's phone. (**Note:** In some markets, Head-up Display requires a solar attenuating windscreen to be specified.)
- **Online Pack** with Data Plan includes an embedded SIM (eSIM) card and complimentary 4G data plan (**Note:** complimentary 4G data plan is for one year only) to provide clients with easy access to third party services – such as email, online media and weather – via embedded apps.

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6. IN THE DRIVER'S SEAT CONTINUED



- In markets where the DAB service is available, every I-PACE is equipped as standard with **DAB radio**.
 - Clients can specify **Wireless Device Charging with Phone Signal Booster**, which enables a compatible device to be charged simply by placing it in the 'fireplace' of I-PACE – with no need to connect a cable.
 - At 24MY, the range of available seats has been simplified, from 12 to 5, to make customer choice more straightforward.
 - R-Dynamic S and R-Dynamic SE derivatives feature **DuoLeather seating with 12-way electrically adjustable front seats** with 4-way lumbar support and **driver memory** as standard. Climate front seats are optional.
 - R-Dynamic HSE derivatives feature **Windsor Leather seating with 16-way electrically adjustable Climate front seats with driver memory** as standard. Premium textile seating is optional*.
 - **Performance seats with 14-way electrical adjustment in Windsor Leather or DuoLeather** are optional on all derivatives*.
 - At 24MY, R-Dynamic S and R-Dynamic SE derivatives feature **Ebony Morzine headlining**, while R-Dynamic HSE features **Ebony suedecloth headlining**.
- Standard on all derivatives is the **Smartphone Pack**, which provides owners with access to important new services that enable higher levels of entertainment, convenience and connectivity – such as music, text messages and emails (which can also be read out), as well as services such as Google Assistant, Siri and third party navigation apps and connected media.
 - The Smartphone Pack also enables the use of screen-sharing services such as **Apple® CarPlay® and Android Auto™** through Pivi Pro – making I-PACE even more connected and personalised.
 - **Wireless updates** allow systems such as the Infotainment system and Telematics Unit to be updated and upgraded without the client needing to visit a Retailer (requires an activated InControl account, SIM with associated Data Plan and Online Pack).
 - The **400W, 11-speaker plus sub Meridian™ Sound System** (standard on R-Dynamic HSE models, optional on R-Dynamic SE*) delivers exceptional definition, crystal-clear highs and full, deep bass through door-mounted speakers placed near to the seats.
 - The **750W, 16-speaker plus sub Meridian™ 3D Surround Sound System*** (optional on all models) provides a truly engaging, thoroughly authentic concert hall experience via a set of side, front, rear and headlining speakers that are seamlessly integrated using 3D Trifield™ technology.
 - **Wi-Fi-enabled with data plan** (standard for China, optional in other markets) comes with a 1-year unlimited data plan, allowing everyone on board to remain connected.
 - Optional **4-zone climate control system** (standard on HSE) increases comfort for all passengers by allowing them to individually select their desired temperature.
 - I-PACE also features a full suite of **Driver Assistance** systems such as cruise control and speed limiter, plus **Emergency Braking, Driver Condition Monitor, Lane Keep Assist, Traffic Sign Recognition and Adaptive Speed Limiter**. The standard Rear Camera provides improved visibility.

* Due to the ongoing semiconductor shortage, this feature may not be available as an option at 24MY.

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6. IN THE DRIVER'S SEAT CONTINUED

- **Adaptive Cruise Control with Steering Assist** is optional on S models and standard on other models. As well as maintaining the vehicle's desired speed while keeping a gap to the vehicle in front, it also helps to prevent I-PACE unintentionally drifting out of its lane.
- At 24MY, R-Dynamic SE features **Configurable Ambient Interior Lighting, Wireless Device Charging** and **lower 5.5" touchscreen** as standard (in addition to the previous Core SE specification).
- At 24MY, R-Dynamic HSE does not feature 3D Surround Camera or Park Assist (compared to the previous Core HSE specification).
- The **driver-focused cockpit architecture** with form-fitting sports seats and tactile controls also features beautiful details and high-quality material, plus multiple seating, memory and climate functions.
- Every I-PACE features a split-rim leather steering wheel. At 24MY, a **new DuoTone Light Oyster leather steering wheel** is available (only on vehicles with Light Oyster interior colourway).
- At 24MY, the Instrument Panel now features **Dark Meteor paint with new premium stealth finish** in place of the previous veneer.
- As **the ultimate practical sports car**, I-PACE is full of features that make life on board comfortable and flexible. Now is a good time to talk to your client about how the unique packaging of I-PACE has allowed innovative storage areas to be provided, including:
 - **High-capacity** (10.5 litres) console stowage with versatile small item stowage.
 - **Generous 'fireplace' stowage area** with integral charging point and floating console.

7. PRODUCT DEMONSTRATION



- Before conducting any product demonstration, it is important to carry out a range prediction reset so that the range shown is accurate and not based solely on previous driving. For example, if previous driving had included more hard acceleration, the owner would see a high state of battery charge and a low range prediction. To perform the range prediction reset:
 - With the key in the car, press the Start/Stop button **without** your foot on brake.
 - Then press brake and throttle simultaneously for about 20 seconds or until the indicated range on the instrument panel changes.
- Use what you know about your client and their lifestyle to tailor the product demonstration route so that you can demonstrate the features that are most relevant to them.
- Remember that some I-PACE clients will currently own a Jaguar. For them, it's important that this model not only provides them with advantages over an internal combustion vehicle, but also provides them with the familiar benefits they expect from a Jaguar, such as the well-equipped and welcoming interior, and the responsive handling.

JAGUAR I-PACE 24MY

IN DETAIL | Continued

7. PRODUCT DEMONSTRATION CONTINUED

Here are some of the most interesting and beneficial features of I-PACE, and when it may be best to talk about/demonstrate them:

- **Before setting off**, show how the in-vehicle technologies work – including **Remote** and **battery pre-conditioning** – and how battery pre-conditioning maximises range by bringing the battery up to optimum operating temperature, while I-PACE is plugged in, before a journey begins. Use the **Navigation Live Search** feature to locate the nearest charging station.
- **Once on the move, and when the client is comfortable driving I-PACE**, highlight how **quiet and vibration-free** the electric drivetrain is, how quickly it responds to demands for acceleration, and how I-PACE balances **engaging and rewarding handling** with **exceptional ride comfort and refinement**.
- Remind the client that despite I-PACE's engaging dynamics and sports car feel, it **can travel up to 470km / 292 miles** (according to WLTP standards) on a single charge (depending on driving style and environmental factors).
- Point out that I-PACE can be **charged at home or using the rapidly growing public infrastructure**, including the **Jaguar Public Charging Service**, available in many European countries.
- Reassure the client that the battery of I-PACE is covered by an **8-year or 160,000km (100,000-mile) state-of-health battery warranty** that guarantees a minimum of 70% battery capacity.
- If practicable and safe to do so, showcase any of the equipment and in-vehicle technologies that are of interest, including Pivi Pro and **EV Navigation**, showing how it helps owners to manage and plan their journeys.
- Be sure to inform the client of the range of standard and optional Driver Assistance systems – including Lane Keep Assist, 3D Surround Camera*, Clear Exit Monitor, Adaptive Cruise Control with Steering Assist – that reduce driver workload and help to protect I-PACE occupants and other road users.

* Due to the ongoing semiconductor shortage, this feature is not available as an option at 24MY.

