



JAGUAR LAND ROVER
TECH FEST 2017



**TECHNOLOGY
WITH HEART**

EVENT DIRECTORY

Welcome to Jaguar Land Rover Tech Fest. We don't do ordinary. We create exciting, outstanding experiences. A better future.

Innovation is in our nature. It's our thoughts and ideas. It's how we've become who we are, and accomplished all we have achieved. Innovation comes from within. It's shaped by our experiences, and driven by our desire for a better future.

Share your experience #JLRTechFest

TECH FEST 2017

WHAT IS TECH FEST?

'Technology with Heart' is the theme of Jaguar Land Rover's inaugural Tech Fest, an event that explores the positive role that technology is playing in reshaping the automotive industry and beyond.

Come and explore how Jaguar is electrifying the past, present and future through interactive virtual experiences and new car debuts.

You'll have the chance to explore the exhibits and interactive displays that demonstrate how technology is being used to make a positive difference. Fast forward into the future and take a glimpse into a world where cars drive themselves and some vehicles could be shared.

A series of panel discussions will take place throughout the day, debating a future of electric cars, manufacturing, diesel, women in industry and robotics. Industry experts from around the world will be debating and discussing what could be in store for the future of mobility.

MEDIA INFORMATION

Jaguar Land Rover executives, engineers, designers and product experts will be available for walk-up interviews. Please speak to your local PR Manager for more information.

Assets will be available on our global media website media.jaguarlandrover.com which will be updated throughout the day.

Film and B-Roll from all panel debates will be available on broadcast.jaguarlandrover.com

Join the conversation using #JLRTechFest

Come and learn more about our new technologies and vision for the future at www.jaguarlandrover.com



ACCESS OUR INTERACTIVE WEB APP

Take part in debates, submit feedback and access live news from Tech Fest by accessing our web app:



APPLE IOS INSTRUCTIONS:

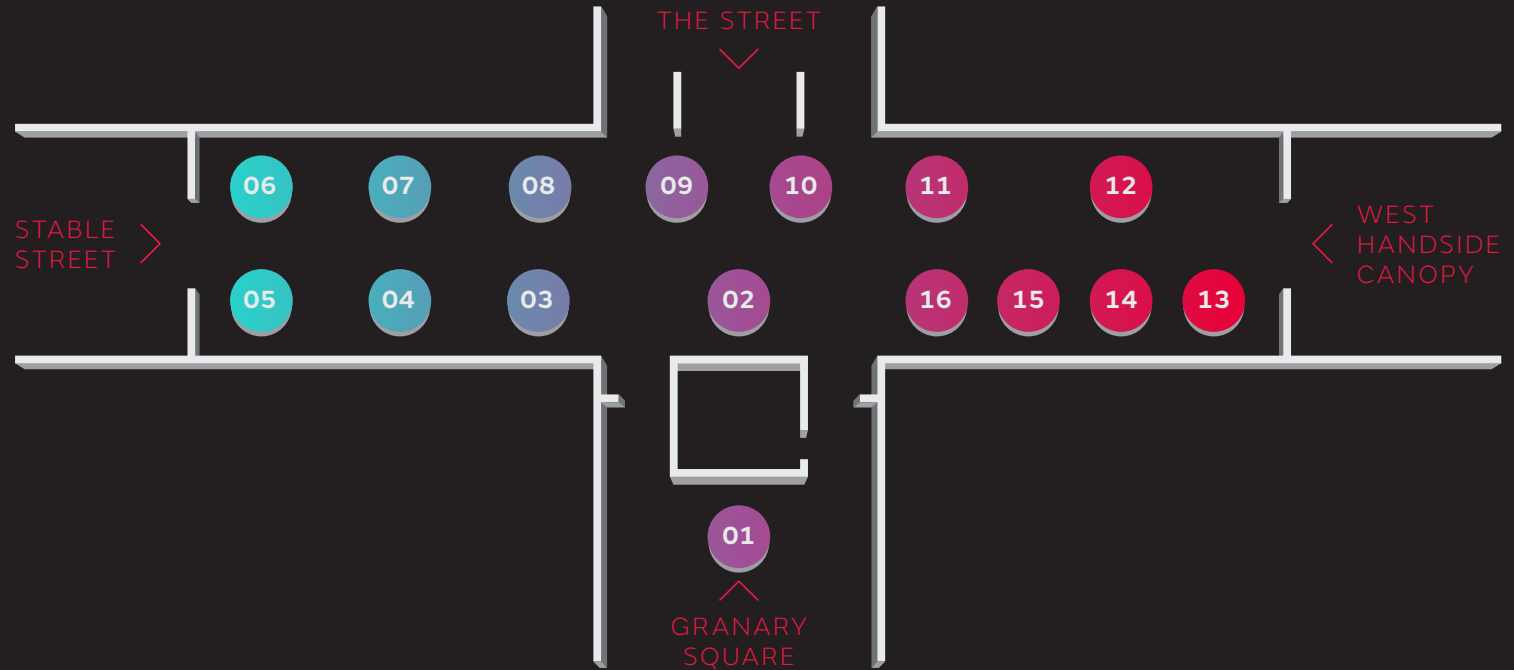
- 1 Open up the Safari app on your iOS device
- 2 Navigate to: media.jlrtechfest.com
- 3 Tap on the "Share" icon at the bottom
- 4 Select the "Add to Home Screen" icon
- 5 Give your Link Button a name
- 6 Tap on the word "Add" in the upper right hand corner



ANDROID INSTRUCTIONS:

- 1 Navigate to: media.jlrtechfest.com in your browser (we recommend using the default Android Browser or Google Chrome if possible)
- 2 Tap the "Menu" button
- 3 Tap "Add shortcut on home screen" or "Add to Home screen"

THE BIG PLAN



KEY

- 01 Lighting Up Lives
- 02 Jaguar FUTURE-TYPE Concept
- 03 Your Digital Butler
- 04 Land Rover BAR
- 05 Jaguar E-PACE
- 06 Jaguar I-PACE Concept - VR Experience
- 07 Jaguar Panasonic Formula E Race Simulator
- 08 Ingenium Power
- 09 Jaguar I-PACE Concept
- 10 Jaguar E-Type Concept Zero
- 11 Land Rover Discovery Project Hero
- 12 Gorillaz Garage
- 13 Jaguar In-Schools
- 14 Jaguar Land Rover InMotion
- 15 Land Rover 4x4 Challenge
- 16 Waste to Wave

KEY EXHIBITS

- 02 Offering a glimpse into the future, the Jaguar FUTURE-TYPE is a vision for mobility in 2040 and beyond. The fully autonomous virtual concept imagines mobility for the connected world of tomorrow, where Jaguar customers can summon a fully-charged FUTURE-TYPE on-demand.
- 03 Velar is the fourth member of the Range Rover family. Its stop-you-in-your-tracks looks are born from a process driven by 'reductionism', enabled by the very latest thinking in design, precision engineering and technology. Velar features new levels of tailored technology alongside innovative materials such as Kvadrat wool, a sustainable, premium interior choice.
- 09 The Jaguar I-PACE Concept car is the start of a new era for Jaguar – a fully electric performance SUV. This is a production preview of the fully electric Jaguar I-PACE, which will be on the road in 2018.
- 10 Jaguar Land Rover Classic unveils an innovative twist on the legendary Jaguar E-type sports car - a zero emissions electric concept version of 'The most beautiful car in the world' called E-type Concept Zero.
- 12 A physical 'pop-up' version of the Gorillaz garage in which you can test your technical ability, logical thinking and memory. Successful players will be first in the queue for a chance to work at Jaguar Land Rover.
- 16 The 'Waste to Wave' concept is the first surfboard to be made from 100 per cent recycled polyurethane plastic, created from prototype model waste. The Jaguar Land Rover surfboard concept has been created in partnership with SkunkWorks Surf Co – a company that creates surfboards with minimal environmental impact. Come and see the first production surfboards at 'The Beach'.

THE BIG QUESTIONS

COULD A CAR READ YOUR MIND, CHECK YOUR HEALTH AND PREDICT YOUR FUTURE?



SESSION 1 HUMANUFACTURING

ANDERS SORMAN-NILSSON
Futurist, Innovation Strategist and Author

Anders Sorman-Nilsson is an expert on how the new world of online and digital has changed expectations, while the need for real-world and face-to-face interaction remains as important as ever. Anders works with brands from Apple to Johnson & Johnson looking at the influence technology has on people and how to prepare for it.

WHEN CARS CAN DRIVE THEMSELVES, WILL YOU NEED A STEERING WHEEL?

YOUR CHILDREN MIGHT OWN A CAR BUT WILL THEY LEARN TO DRIVE?

WHAT IF THE CAR OF THE FUTURE WILL GIVE YOU MORE FREE TIME?

HOW WILL YOUR PASSIONS SHAPE OUR FUTURE?



SESSION 2 MILLENNIALS AND MOBILITY

HOSTED BY SEBASTIAN PECK
Managing Director, InMotion Ventures, Jaguar Land Rover's mobility business and corporate venture capital arm

Sebastian is deeply involved in early-stage technology businesses, as an investor and operator. As CFO/COO of Digital Science, Sebastian has developed its signature investment approach and completed more than 50 transactions.



SESSION 3 WOMAN AND MACHINE

HOSTED BY SHELLEY ZALIS
CEO, The Female Quotient and Founder, The Girls' Lounge

Shelley has gone against the grain for most of her career, becoming the first female chief executive in the research industry's top 25 when she created the Online Testing Exchange which in just nine years became one of the largest and fastest-growing research companies in the world. Shelley recently launched The Female Quotient and The Girls' Lounge, which supports and mentors women to find their voice, embrace their feminine leadership powers and work together to transform corporate culture.



SESSION 4 ARE THE ROBOTS TAKING OVER?

HOSTED BY TIMANDRA HARKNESS
Writer, Presenter and Broadcaster

Timandra Harkness is a science writer, broadcaster and comedian. Timandra formed the first comedy science double-act in the UK and has fronted documentaries such as Data, Data Everywhere, and Personality Politics. Combining unusual facts with insight and humour, she looks at how the future will affect business and society and considers topics around our relationship with science and technology.



SESSION 5 THE ELECTRIC SWITCH

HOSTED BY JUSTIN WEBB
Editor

Justin Webb is an experienced journalist who has worked for the BBC since 1984. Justin presents the Today Programme on BBC Radio Four and has an Economics degree from the London School of Economics.



SESSION 6 WE NEED TO TALK ABOUT DIESEL

HOSTED BY JUSTIN WEBB

SESSION 7 CAN TECHNOLOGY SAVE HUMANKIND?

PROFESSOR CONOR WALSH
Founder of Harvard Biodesign Lab

Conor Walsh is the founder of the Harvard Biodesign Lab, which brings together researchers and business communities to develop new disruptive robotic technologies for augmenting and restoring human performance. He is passionate about educating future innovators and established the Harvard Medical Device Innovation Initiative which links students with clinicians.

AGENDA

ARRIVAL AND REGISTRATION - CENTRAL SAINT MARTINS	7:45
JAGUAR LAND ROVER WELCOME	8:30
JAGUAR LAND ROVER KEYNOTE SPEECH	8:45
BREAK/STORY WRITING	9:15
SESSION 1 HUMAN UFACTURING	10:00
SESSION 2 MILLENNIALS AND MOBILITY	10:30
BREAK	11:10
SESSION 3 WOMAN AND MACHINE	11:40
LUNCH	12:20
AFTERNOON WELCOME	13:30
SESSION 4 ARE THE ROBOTS TAKING OVER?	13:40
BREAK	14:20
SESSION 5 THE ELECTRIC SWITCH	14:45
BREAK	15:25
SESSION 6 WE NEED TO TALK ABOUT DIESEL	15:50
BREAK	16:35
SESSION 7 CAN TECHNOLOGY SAVE HUMANKIND?	17:00
CLOSING	17:45