



PRESS RELEASE

16 December 2016

UNDER EMBARGO UNTIL 10.00 (UK TIME) ON THURSDAY 16TH DECEMBER

JAGUAR LAND ROVER APPOINTS NEW MANAGING DIRECTOR FOR START-UP BUSINESS

- **Sebastian Peck appointed to InMotion, Jaguar Land Rover's new mobility business and corporate venture capital arm**
- **Sebastian co-founded scientific software company and corporate VC Digital Science, and was CFO of London-based healthcare start-up Health Bridge**
- **InMotion will invest in the emerging mobility services supply chain and develop premium mobility services**

Coventry, UK, 16th December 2016: Jaguar Land Rover has appointed Sebastian Peck as Managing Director of [InMotion](#), the company's new mobility business and corporate venture capital arm.

Sebastian started his career at The Boston Consulting Group and following his MBA at London Business School joined the TMT advisory team of UBS Investment Bank. In the past seven years, he has been involved in early-stage technology businesses as an investor and operator. He co-founded Digital Science, a scientific software company and corporate VC backed by Macmillan Publishers, and most recently was CFO of London-based healthcare start-up Health Bridge.

Launched in April 2016, InMotion is powered by Jaguar Land Rover, and under Sebastian's stewardship will selectively invest in the emerging mobility services supply chain, develop premium mobility services and deliver an integrated user experience for Jaguar Land Rover and InMotion customers.

InMotion's Accelerator provides best-in-class support for early-stage start-ups, tapping into the resources, reach and experience of a global company in Jaguar Land Rover to address the premium market.

Sebastian Peck said: "Joining InMotion at this exciting time in its infancy is an unmissable opportunity. The potential in the mobility services market is gigantic, and I'm looking forward to speaking with entrepreneurs, start-ups and investors to explain what the fantastic team here has to offer."

Sebastian will lead a team of more than 30 people at InMotion's head office in London and will report directly to Adrian Hallmark, Director Corporate Strategy and Planning at Jaguar Land Rover.

Adrian Hallmark, Director Corporate Strategy and Planning, Jaguar Land Rover, said: "I am extremely pleased to welcome Sebastian to InMotion. This year the company has grown exponentially and I am confident that Sebastian will be able to elevate us to the next level and grow a business that can deliver premium digital mobility solutions to both existing and potential Jaguar Land Rover customers."

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About InMotion

InMotion invests in the future of mobility and smart transportation. Powered by Jaguar Land Rover, we're an independent company that combines the best elements of corporate venturing and internal product development to build a unique environment for aspiring entrepreneurs and early stage start-ups to grow successful businesses.

Our services are designed to delight our customers, improve the way we move, provide access to vehicles beyond ownership and inspire better choices across all modes of transport. We stop at nothing in our mission to transform the way people move and connect them to the places they want to be.

www.inmotionventures.com

Notes to editors:

- Jaguar Land Rover is the largest automotive manufacturer in Britain;
- Over the past five years, Jaguar Land Rover has doubled sales and employment, more than tripled turnover and invested over £12 billion in new product creation and capital expenditure;
- With a balanced regional distribution of sales, in 2015 Jaguar Land Rover sold 487,065, up 5% year-on-year. Of that, Jaguar sold 83,986 vehicles and Land Rover sold 403,079 vehicles;
- Jaguar Land Rover is one of the UK's largest exporters and generates over 80% of its revenue from exports.

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