



Ian Callum, Jaguar's director of design at that time, received the 2019 Car of the Year award

Sam Mercer from JLR Global PR with the Car of the Year 2019, exhibited at Tannishus

Jaguar: a huge justification

When the Jaguar I-Pace was voted Car of the Year in March, it was the first time in the 56 years of COTY that Jaguar won. The prize has been important in several ways.

- Internally it has meant an awful lot, says Sam Mercer from JLR global PR.

- I-Pace was a huge step for Jaguar, which had mostly been associated with sport sedans. So, moving to an electric SUV was massive. And also doing it as the first premium brand.

Merger points to the prize as being a clear justification of the

vision of the top management and that it was the right thing, the company did.

- It was a proud moment for everyone, when the prize was announced – after all those late nights, early mornings and travels to wherever, it made it all worthwhile, he adds.

Merger explains, that the COTY-award also helps to reposition the brand in the eye of the public.

- For the customer it justifies the big step towards electric cars, the brand has taken.

- But of course, it is also important for the sales and the customers who buys it. He/she can tell my car is 'Car of the Year', maybe that is needed more when it is this kind of ground-breaking car, which moves away for the tradition, says Mercer.

The trophy sits proudly at the common entrance to the Jaguar design- and RD-center together with the UK car of the year prize and the World Car Awards.



Mr. Tannistest has gone electric

Rogers Søgaaard, who founded the Tannistest 42 years ago and lives nearby in Skagen, is still attending the test on a leisure basis. This year he arrived in his brand-new Hyundai Kona Electric, which has replaced his otherwise quite new Hyundai Ioniq Plug-in-hybrid. But Mr. Søgaaard, just turned 91, might change car soon again. A drive in the Tesla Model 3 here at Tannishus has convinced him, that he definitely wants that car instead. So maybe we will see Rogers in an all-new American car next year...