

JLR Marketing Guidelines

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JAGUAR LAND ROVER MARKETING GUIDELINES

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MODERN LUXURY COOPERATIVE DEMAND GENERATION (MLCDG) PROGRAM INTRODUCTION

The purpose of this document is to introduce and outline the JLR Modern Luxury Cooperative Demand Generation (MLCDG) program. MLCDG aims to assist Jaguar and Land Rover Retailers adhere to the JLR Marketing Guidelines as it relates local marketing efforts.

The Modern Luxury Cooperative Demand Generation (MLCDG) program consists of five pillars which are described in detail within this section:

- Vehicle assessment
- Marketing Plans
- Matching
- Controlled asset usage
- Consulting & Monitoring

In addition to these program pillars, and regardless of retailer participation in the MLCDG Program, retailers are always expected to:

- Participate in the mandatory Certified Website Program
- Adhere to all JLR Marketing Guidelines and any applicable Retailer Bulletins

VEHICLE ASSESSMENT

The following program fee will appear on your invoice: Demand Generation Investment

By model assessment as follows:

- \$300 Discovery, Discovery Sport, Velar, Evoque, Range Rover
- \$400 RRS, Defender

Funds that are not spent during the quarter do not expire and will roll over. Although, JLR will be reviewing fund balances. If we notice accumulating funds, we will reach out to discuss an action plan.

MATCHING

As part of the program JLR will match the funds at 30% when the below guidelines are followed:

- Spend in approved channels/activities only (See Below)
- 25% of funds must be spent on JLR Certified Programs
- Financial statements must reflect accurate spend on New Car Marketing
- Submit marketing plans on time (See Below)
- Follow JLR Marketing Guidelines

30% JLR Match Funds are issued on the same day that assessments are issued.

MARKETING PLANS

The program requires quarterly monetized marketing plans to be uploaded to GRMS on the 15th of the month prior to the start of the next quarter.

- All quarterly marketing plans must be submitted and approved by the 15th of the month prior to the beginning of a new quarter. All plans must be approved by your RPM.
 - Q1 Plans must be approved by March 15th
 - Q2 Plans must be approved by June 15th
 - Q3 Plans must be approved by September 15th
 - Q4 Plans must be approved by December 15th
- Approved marketing plans will be paid out on a monthly basis on retailer parts statements.
- Failure to submit marketing plans on time will result in loss of JLR match for the quarter. Co-op funds will not be released until a quarterly plan is submitted and approved by your RPM.
- If a retailer would like to revise their approved quarterly plan, the change must be submitted by the 15th of the month.
- Click here for [link](#) to planner.
 - Pathway: GRMS > Planner>My Marketing Plan > Add Activity.
 - For more information or assistance with the GRMS Planning tool, an instructional video is available on GRMS
 - Pathway: GRMS>Assets>Download>Guidelines>MLCDG
- If a retailer would like to revise their approved quarterly plan, the change must be submitted by the 15th of the month.
 - If you wish to add funds, please ensure you check your accrual balance before doing so.

- Click here for link to planner.
 - Pathway: GRMS > Planner>My Marketing Plan > Add Activity.
 - Please note the differences between the New Car Sales Types option within the Planner
 - New Car Co-Op Certified Programs - Any co-op eligible tactic provided by a Certified Provider
 - New Car - Co-op eligible tactics not provided by a certified provider
 - New Car Co-Op Ineligible – Tactics that are provided by a Certified Provider but are not co-op eligible or other New Car marketing initiatives that are not co-op eligible.
 - For more information or assistance with the GRMS Planning tool, an instructional video is available on GRMS
 - Pathway: GRMS>Assets>Download>Guidelines>MLCDG

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NEW CAR CERTIFIED DIGITAL PROVIDERS

The JLR Digital Certified Program is designed to assist Retailers with promoting and maximizing their digital presence. The program gives Retailers the choice of industry-leading and proven digital solutions, along with best-in-class support, reporting tools, and unbiased performance improvement recommendations to help you compete at the highest level.

For any questions on the certified program or specific providers, please contact our JLR Digital Consultants via phone at 888-850-1008 or email at info@jlrdigital.com

To the right, are vendors who are certified by JLRNA. An overview of co-op eligible tactics by provider can be [found here](#).

For more information please visit: <https://www.jlrdigital.com/>

Certified Vendors	Co-Op Eligible Media Types
Adpearance	Digital Advertising, SEO
Affinitiv	Digital Advertising, SEO, Data Mining
Ansira	Digital Advertising, SEO
C-4 Analytics	Digital Advertising, SEO, Reputation Management
Constellation	Digital Advertising, SEO
Dealer.com	Digital Advertising, SEO, Reputation Management
Dealer Inspire	Digital Advertising, SEO, Reputation Management
Force Marketing	Digital Advertising, SEO
FourEyes	Digital Advertising
Fox Dealer	Digital Advertising, SEO
FullPath	Digital Advertising, SEO, Data Mining
L2T Media	Digital Advertising, SEO, Reputation Management
PureCars	Digital Advertising, SEO
Reunion Marketing	Digital Advertising, SEO
Stream	Digital Advertising, SEO
Team Velocity	Digital Advertising, SEO, Data Mining
UnityWorks	Digital Advertising
Shift Digital	Digital Manager
Automotive Mastermind	Data Mining
Auto Alert	Data Mining
Genesco	Events
Kro	Events
LRE Experience Centers	Events

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New Car and ACPO Eligible Media Types

Eligible media types covered under ‘Digital Advertising’ include SEM/Display (PPC), Dynamic Ads, Social, OTT, Radio, Digital Video, TV, Email, and Direct Mail. Actual services offered by each provider will vary.

ELIGIBLE MEDIA TYPES

1. Approved Turnkey Campaigns
2. SEO/SEM
3. Paid/Organic Social
4. Site Retargeting
5. Local Traditional Media CRM/Radio/Print/TV/CTV/OOH
6. Equity Mining
7. Client Loyalty Activations
8. Certified Dig Ad Program
9. Local Events/Displays**

**All events/displays will count towards the 25% Certified Provider requirement if the below guidelines are followed:

1. Please reach out to your Regional Marketing Specialist for preapproval of event creative with the event location
 - a. Please allow 5 business days for creative review and approval
2. Post event recap containing photos and key metrics i.e., Registration, Leads, Attendees, etc.
 - a. Must be sent within 30 days post event

All coop funds must run through the above channels. No admin expenses allowed such as Website fees, Local Agency Fees, Staff Costs etc. (Retailers to use local funds to pay for marketing's admin fees. This should be reflected on the Financial Statements under New Car Advertising.)

Ineligible Media Types

- Digital Retailing
- Chat & Trade Tool
- Digital Merchandising
- 3rd Party Websites
- Marketing content that is not compliant with the MLCDG and each brand’s Visual Identity guidelines
- Marketing, including other vehicle manufacturers or DBA names that reference other vehicle manufacturers
- Digital marketing service and set up fees
- Agency commissions
- Creative development fees
- Program/project management fees
- Competitive keywords relating to other Jaguar Land Rover Retailers
- Paid keyword search for used cars, parts, service, and accessories
- Content that falsifies, misrepresents or jeopardizes the brand, its products, entities, partnerships, and brand standards
- Advertising production (account management, travel/transportation, equipment, lodging, shipping, insurance, etc.)
- Personnel expense/time expenses associate with any advertising medium
- Blogging expenses
- Barter/lease agreements, and consumer-oriented donations
- Brochures
- Point-of sale materials
- Sales tax
- Cost for cleaning cars
- Hotels/room service
- Alcohol
- Shipping charges
- Vehicle mileage/depreciation
- Business cards and letterhead

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- Gratuities
- Legal fees
- Infomercials
- Bus shelter advertising
- Shopping cart advertising
- Receipt advertising
- Used vehicle advertising
- Database marketing not related to mailing lists from certified event vendor
- Other costs designated as "non-media"
- Auto shows

The above list includes but is not limited to media types and other marketing costs that are considered ineligible for reimbursement. Please note submissions that incorporate these, or similar elements may be prorated or declined based on the discretion of Jaguar North America and the Jaguar Land Rover Marketing Program.

Please note the differences between the New Car Sales Types option within the Planner

- New Car Co-Op Certified Programs - Any co-op eligible tactic provided by a Certified Provider
- New Car - Co-op eligible tactics not provided by a certified provider
- New Car Co-Op Ineligible – Tactics that are provided by a Certified Provider but are not co-op eligible or other New Car marketing initiatives that are not co-op eligible.

All ACPO Marketing activities should be added to marketing plans under the appropriate sales type. Approved Certified Preowned is available as a drop down on the MLCDG Planner Tool.

FIXED OPERATIONS (SERVICE & PARTS) MLCDG ELIGIBILITY

Retailers are able to allocate up to 5% of their total marketing plan value towards Fixed Operations marketing via our certified partner Epsilon.

Epsilon co-op eligible media types:

- Search
- Social
- On Demand
- Digital
- Targeted Display

Epsilon ineligible media types:

- Monthly data fees
- Telematics
- Service CRM
- OBM
- Seasonals
- OSA/Recall

Fixed Operations can be found in the drop-down menu in the MLCDG Planner tool. For Fixed Operations activity, please enter your total marketing expenditure, the system will calculate 5% of the overall value for reimbursement. ***Please make sure that you input EPSILON in the vendor field for all Fixed Operations marketing spend. If this field is left open, you will not be reimbursed for that activity.***

CONSULTING & MONITORING

JLR will review retailer marketing on an on-going basis to ensure compliance with program requirements and Marketing Guidelines are followed. Additionally, audits will be conducted with all certified providers verifying implementation. Any violations or infractions will result in the following actions:

Noncompliance Strike Policy:

The JLR Support Center will monitor the retailer’s compliance with published Marketing Guidelines and participation in MLC DG. If a retailer fails to comply with these guidelines, the retailer will first receive a courtesy notification. Failure to respond to the courtesy letter will result in a warning letter. Should the warning letter go unanswered, you will receive a strike. If a retailer is found to be non-compliant again within a quarter, they will receive an additional strike.

- A retailer will receive a strike for each compliance violation
- The strikes will be assessed to the account in the quarter the deadline to resolve the issue expires.
 - For example, if a warning letter is sent in the last week of Q1 and it is left unanswered and a Strike Letter is now issued in first week of Q2, the strike will be recorded in Q2 if it is left unresolved.
- If a retailer accumulates three (3) strikes within a single quarter, they will forfeit their Business Builder for a quarter
- Strikes reset at the start of each new quarter; however, we will continue to track strikes that exceed the three-strike rule threshold for internal record-keeping and future review.

JLR will monitor each Retailer regardless of whether the Retailer is on probation or not.

Once a Strike is received, a Retailer has five (5) business days to correct all violation’s noted by JLRNA or another Strike will be given. The Retailer must send a screenshot and link of the compliant revisions to jlrmc@ansira.com.

Retailers can submit an appeal to JLRNA if they feel a non-compliant infraction/Strike was received in error. Appeals must be received no later than 30 calendar days after the date of a notification letter to be considered.

- Step 1: Clearly detail why you believe an error was made in an email to a notification letter to the JLRNA Support Center.
- Step 2: Attach copies of your notification letter.
- Step 3: Send your mail and supporting documents to: JLR Support Center at: adguideline@jaguarlandrover.com

Retailers are able to report on other retailers if they believe they have found them to be in violation of the guidelines or MLC DG through the JLR Marketing Portal or jlrmc@ansira.com.

– For non-compliant submissions to be considered, they must include the below items:

- Non-compliant Retailer’s name
- Date non-compliant advertising was seen
- Reported element (e.g., lease offer is below National Offer for nameplate, etc.)
- Screenshot of the reported advertising

Thank you for participating in the MLC DG Program. For any further questions, please contact:

GRMS Support: S44-JLRGRMS@accenture.com

Compliance & Balance Support: JLR Support Center jlrmc@ansira.com

JLR Retail Marketing:

Craig Saperstein csaperst@jaguarlandrover.com | Lauren Burlij lburlij1@jaguarlandrover.com

JLR MARKETING GUIDELINES

These guidelines have been carefully identified to uphold the Jaguar, Range Rover, Defender or Discovery brands to provide Retailers with brand standards across all media types. Please ensure all advertising and marketing materials are in compliance with the following guidelines: Brand Identity (BI) and Visual Identity (VI) (which can be downloaded on GRMS). Please refer to the key document links below for details. JLRNA will, at times, provide updates or adjustments to these guidelines throughout the year in the form of Retailer Bulletins. Any Retailer Bulletins that may be issued are additive to these guidelines and must be followed based on the timing outlined in the bulletin.

Retailers and their partners are encouraged to review these guidelines in their entirety, including, but not limited to, the external guidelines referenced in the Key Documents section, to ensure brand compliance. The guidelines contained within this document are not exhaustive. Jaguar Land Rover reserves the right to use its discretion in making final program compliance-related decisions. Creative templates are available on www.JaguarLandRoverGRMS.com.

- Category 1: [Graphic Elements](#)
- Category 2: [Sales Events and Campaigns](#)
- Category 3: [Graphics, Photography and Typography](#)
- Category 4: [Claims and Recognition](#)
- Category 5: [Separation of Brands and New/Select Certified Pre-Owned Vehicles](#)
- Category 6: [Advertising Messages](#)
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JAGUAR VISUAL IDENTITY GUIDELINES

The new Jaguar Visual Identity guidelines have been updated to include:

- Simplified, standalone Device Mark*
- Smaller headlines and increased margins on print and OOH
- Removal of body copy or significantly reduced amount
- Subtle CTA's

Please ensure all marketing follows the Jaguar Visual Identity (VI) Guidelines. JLRMP Guidelines are in addition to the Jaguar (VI) Guidelines, and must be followed.

Reference Bulletin: 222309.013R

*In Jaguar VI Guidelines, Device Mark is still referred to as Wordmark



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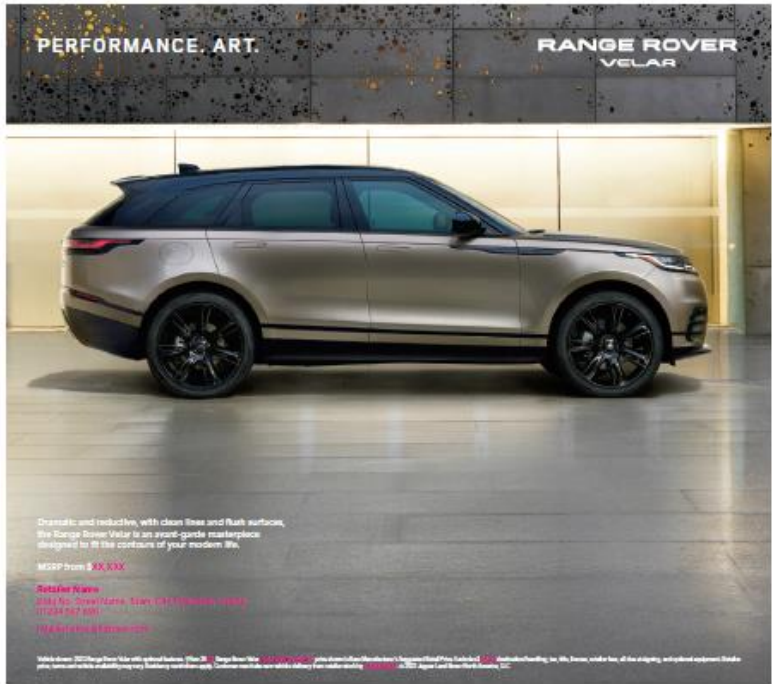
CATEGORY 13

RANGE ROVER VISUAL IDENTITY GUIDELINES

The new Range Rover Visual Identity guidelines have been updated to include:

- Reductive, standalone Device Mark
 - Hierarchy of Device Marks for each Nameplate
- Smaller headlines and increased margins on print and OOH
- Removal of body copy or significantly reduced amount
- Subtle CTA's

Please ensure all marketing follows the Range Rover Visual Identity (VI) Guidelines. JLRMP Guidelines are in addition to the Range Rover (VI) Guidelines, and must be followed. ©2025 JLR



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DEFENDER VISUAL IDENTITY GUIDELINES

The new Defender Visual Identity guidelines have been updated to include:

- Reductive, standalone Device Mark
- Smaller headlines and increased margins on print and OOH
- Removal of body copy or significantly reduced amount
- Subtle CTA's

Please ensure all marketing follows the Defender Visual Identity (VI) Guidelines. JLRMP Guidelines are in addition to the Defender (VI) Guidelines, and must be followed.



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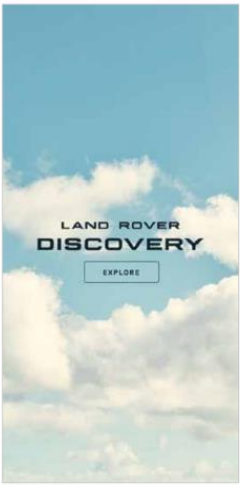
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DISCOVERY VISUAL IDENTITY GUIDELINES

The new Discovery Visual Identity guidelines have been updated to include:

- Reductive, standalone Device Mark
 - Hierarchy of Device Marks for each Nameplate
- Smaller headlines and increased margins on print and OOH
- Removal of body copy or significantly reduced amount
- Subtle CTA's

Please ensure all marketing follows the Discovery Visual Identity (VI) Guidelines. JLRMP Guidelines are in addition to the Discovery (VI) Guidelines, and must be followed.



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CATEGORY 1: GRAPHIC ELEMENTS

1a. Advertisements must focus on one specific nameplate from the brand family and use the appropriate device mark. Retailers must leverage the individual nameplate device marks for both Range Rover, Defender and Discovery.

1b. Advertising must use the most up to date version of the Device Mark as outlined in each of the brand's VI.

1c. Range Rover, Defender and Discovery Device Marks have been reordered and reframed to reflect the hierarchy of brands, and then the sub model derivative. Device Mark must be the nameplate that is being advertised.

Note: Defender does not have a sub model.

1d. The brand Device Marks may not be used as part of the Retailer logo at any time.

1e. When placing the Device Mark and headlines over full-bleed images, we need to ensure that they are always fully legible. Contrast between light and dark areas can affect legibility so areas may need to be retouched. If there's any sign that a word or Device Mark is getting lost against the image, adjust the image accordingly.

- Either White or Slate Blue device marks may be used for better contrast against backgrounds.

1f. Based on the media being advertised, the Device Mark should follow the sizing standard formats located in the brands' current VI Guidelines.

1g. The Device Mark must be protected around all four sides by a clear space as outlined in the brands' VI Guidelines, with clear, equal spacing at minimum 25px.

1h. The brand Device Mark or Sub Model Device Mark alone may not be used in place of the word "Jaguar", "Range Rover", "Range Rover Evoque", "Defender", "Discovery" or "Discovery Sport", etc.

1i. Retailer Website: Auto Group specific logos are only allowed to be used in the footer of the retailer's website.

Print: Retailer, Retailer group logos and/or Auto Group-specific logos are not allowed to be used within print ads.

- Digital Banners: Retailer name may appear in text only on digital banners and other media types with limited space so long as the font height is not disproportionately larger than the height of Device Mark.
- TV End Cards: Retailer name may appear in text only and can be equal or less than the size of the Headline locked down text in the ad.
- Retailer name must be in an approved font, as outlined in each brand's VI Guidelines

1j. Short forms of the words Jaguar, Range Rover, Defender or Discovery, such as "Jag", "Rover" or "Disco" for example, may not be used in any advertising.

1k. No possessive or plural forms of "Jaguar" or "Range Rover", "Defender" or "Discovery" is allowed. This applies to individual nameplates as well.

1l. For Range Rover, Defender, and Discovery, to help create more of a balance between the 2 elements (headline and Device Mark), the headline is 115% of the cap height of the Device Mark.

1m. Headlines should typically be placed in the left with the Device Mark on the right. This will vary based on application. Please reference the appropriate brand VI Guidelines for the different variations.

1n. The recommendation is to use just the Device Mark on print and OOH. In some cases, a headline may be used but this should not be the default. Print: Body copy should only be used to support a headline if absolutely necessary; no copy is recommended for nameplate-only headlines or in DPS. More details in the brand VI guidelines on body copy length.

1o. CTA's should be left aligned (unless stated otherwise in the VI Guidelines) and properly spaced according to the brand VI guidelines.

CATEGORY 2: SALES EVENTS AND CAMPAIGNS

2a. No Sales Events that have not been approved by JLRNA can be advertised.

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CATEGORY 3: GRAPHICS, PHOTOGRAPHY AND TYPOGRAPHY

Retailers must use the JLR provided headlines and photography. Additional headlines, body copy and creative will be provided on Jaguar Land Rover GRMS.

3a. Starbursts or other similar graphic treatments (e.g., bubbles, clouds, triangles, circles, ovals, balloons, price tags, etc.) are prohibited for use.

3b. Vehicle photography must match the year, make, and model of the vehicle being advertised. Approved photography can be found on www.JaguarLandRoverGRMS.com. Optional equipment shown and model year on an advertised photo must be appropriately displayed.

- Silhouette showplates must be used in all vehicle photography for inventory listings.
 - Each brand: Jaguar, Range Rover, Defender and Discovery must be advertised separately
 - Dual branded inserts are not approved for use.
 - Silhouette showplates are required for new, in showroom vehicles and all vehicle photography including inventory listings.
 - Showplates must only be placed on the rear of the vehicle
 - Showplates are reusable and should be removed as soon as the vehicle leaves the showroom
- Frames must only be black or chrome with the Retailer DBA Name.
 - Do not place a frame over the showplate on vehicles in the showroom.
 - License plate frames are acceptable on stock units on the retailer lot.
- License plate inserts are paper inserts and the files to locally produce these are available to download from GRMS for use on all vehicles not located within the showroom: Assets > Downloads > Category > Visual Identity > License Plate Inserts.
- The vehicle silhouette is the preferred license plate insert for new vehicles. However, to reduce complexity, the brand device mark insert may be used.
 - The silhouette or device mark must match the vehicle the insert is placed upon.

- The vehicle silhouette is the preferred license plate insert for new vehicles. However, to reduce complexity, the brand device mark insert may be used.
 - The silhouette or device mark must match the vehicle the insert is placed upon
 - For ACPO vehicles, the Approved Certified Pre – Owned license plate insert should be used. These license plate inserts are available on the GRMS store.
 - License plate inserts are acceptable on stock units on the retailer lot not on showroom vehicles.
 - License plate inserts can also be used for client delivery
 - Inserts should be attached with a license plate frame

3c. All elements for Jaguar, Range Rover, Defender or Discovery vehicles must have accurate spelling, capitalization, and hyphenation (e.g., F-TYPE, not F-Type and F-PACE not F-Pace, Range Rover Sport not RRS, and Range Rover Velar not Range Rover Vellar).

3d. The Jaguar, Range Rover, Defender or Discovery [color palette](#) must be adhered to in all applications as outlined in the brand's VI guidelines.

3e. Use of the current primary and secondary fonts is required using the Jaguar, Range Rover, Defender or Discovery approved color palette. See Category 9 for digital advertising.

- The primary typeface for Jaguar is called Jaguar Modern, and only appears in uppercase.
- The primary typeface for Range Rover, Defender and Discovery is called Land Rover Wide Bold, and only appears in uppercase.
- The primary typeface is used for Nameplates, Headlines, Titles and Sub-Headlines.
- The secondary, web/screen typefaces remain unchanged. For more typeface examples, please see reference the brand's VI guidelines.

[Retailer Website Homepage Banners:](#)

- Homepage slide imagery must span over the entirety of the slide container dimensions while maintaining full focus of the vehicle, with no portion of the vehicle cut off by the container or additional elements (shadowbox, text, CTA button, etc.).
- Shadow boxes for both brands must be presented at 80% opacity, meaning they are semi-transparent. Jaguar shadow boxes should be black (#000000). Land Rover shadow boxes should be white (#FFFFFF).

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<ul style="list-style-type: none">- European imagery containing foreign vehicle elements and license plates should not be utilized in any creative for retailer marketing content, even with a disclaimer present. <p>3f. Retailers are required to use JLRNA-CI approved content, creative and photography provided on Jaguar Land Rover GRMS. Retailers may use their own headlines; however, they must be brand commensurate.</p> <p>3g. The Device Mark and headlines may appear over full-bleed images. However, the Device Mark and Headline will need to be fully legible. Contrast between light and dark areas can affect legibility so areas may need to be retouched.</p> <p>3h. The recommendation is to use just the Device Mark on print and OOH. In some cases, a headline may be used but this should not be the default.</p> <p>3i. Nationally supplied TV spots, social video and film/video assets cannot be altered in any way and the Retailer takes full responsibility of usage rights. Retailers must use End Cards provided on GRMS.</p> <p>3j. Social Media copy must align with Modern Luxury Principles</p> <ul style="list-style-type: none">- Use short copy. Recommended max 150 characters- No sales promotion or pricing mentioned in post copy- Emoticons and emojis should not be used- On Facebook, Include links to relevant brand sites where applicable- On Instagram, links should not be included in the caption as they are not clickable. Links should remain in the profile bio.- Hashtags:<ul style="list-style-type: none">- We recommend using one hashtag per post on Instagram, Twitter and LinkedIn. The nameplate featured. No hashtags on Facebook.- Ex. #RangeRoverSport						<p>3k. All Jaguar and Land Rover retailer employees must reference the Retailer Stationery guidelines when printing and ordering letterheads, business cards, compliment slips and when setting up their email signatures.</p> <ul style="list-style-type: none">- Utilize templates provided on GRMS to ensure compliance when printing and formatting stationery and email signatures- Other OEM/Brand logos should not be used with the Jaguar, Range Rover, Defender and Discovery Device Marks.- If you have a Jaguar ACPO + Service or ACPO/Service only retailer, you may not use the Jaguar device mark in stationery. Please use the Jaguar ACPO and Service specific Stationery available on GRMS.- All in store printed materials should mirror the stationery guidelines							

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JAGUAR

JAGUAR DARK GREY
Logo usage on DX, over light
backgrounds

C 0
M 0
Y 0
K 90
R 60
G 60
B 59
HEX
3c3c3b
PANTONE 432 C

JAGUAR

WHITE
Logo usage on DX, over dark
backgrounds

C 0
M 0
Y 0
K 0
R 255
G 255
B 255
HEX
ffffff

JAGUAR

- White, dark grey
- Dark grey, used on CTAs and accents
- Black, used for shadowboxes at 80% opacity

LAND ROVER

PRIMARY PALETTE

White is our base colour and should feature heavily on applications.

It is used to add composure and deliver premium cues by creating a sense of space and clarity within communications.

WHITE

CMYK RGB HEX
0 255 #FFFFFF
0 255
0 255

Land Rover Green adds authenticity as a link to our heritage.

It is only ever used as an accent colour and never in large volumes. Its presence should never exceed 5% of the application. Use Land Rover Green for quotes or as a visual thread throughout communications.

LAND ROVER GREEN

CMYK PANTONE* LAB RGB HEX
92 UNCOATED COATED UNCOATED COATED 0 90 #005A2B
12
92 7736 C 7484 C 33.1 33.22
64 -11.53 -12.27 2.56

Slate Blue is always present within applications.

It is primarily used as our main typography colour and can be used in large volumes on literature and merchandising as it delivers a premium, sophisticated feel.

SLATE BLUE

CMYK PANTONE* LAB RGB HEX
100 UNCOATED COATED UNCOATED COATED 12 18 #0C121C
50
40 7540 C 5395 C 28.49 29.05
80 -0.12 -0.06 -3.66 -3.5

- White, slate blue, green (used sparingly)
- Black or slate blue, used on CTA's and accents
- White, used for shadowboxes at 80% opacity

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CATEGORY 4: CLAIMS AND RECOGNITION

4a. Advertising must not violate any law or contain fraudulent, misleading or disputable claims that cannot be substantiated. Superlatives such as “biggest”, “newest”, “best”, “largest”, “#1” and other similar words should be avoided. In limited and approved cases, the claims must be true and the ad includes proper substantiation of their validity (e.g., Jaguar Retailer A has the largest inventory in the US - source year); (e.g., Land Rover ranks “Highest in Sales Satisfaction among Luxury Brands” by J.D. Power and Associates, year); (e.g. Land Rover Retailer A has the best inventory in the Northeast). Intra-brand competitive statements should be avoided.

4b. Advertising must not state or imply that any Retailer has favored or preferential status (improper advantage) over another Jaguar or Land Rover Retailer to sell a vehicle.

4c. Winners of the Pride of Jaguar or Land Rover Pinnacle (or any other Retailer Award) may only make mention of awards on their website in text only. Retailers must mention the year awarded, and use of the logo is prohibited, the only exception is on the About Us page on the retailers’ website.

CATEGORY 5: SEPARATION OF BRANDS AND NEW/APPROVED CERTIFIED PRE-OWNED VEHICLES

5a. All broadcast advertising must be exclusive to the Jaguar, Range Rover, Defender or Discovery brand.

5b. The Jaguar, Range Rover, Defender or Discovery brand must stand alone in all advertising to give prominence to the brand and vehicles. Specific guidelines for media types are as follows:

- Digital banners must be brand exclusive and may not include other brands within the same banner.

Note: Mentions of competitive luxury segment makes and/or models are only allowed if the information is true and accurate and is comparative in nature, non-disparaging, and clearly communicates the superiority of the vehicles. Conquest ads must not contain the logos of other manufacturers, they can only be listed in the approved typography and color.

5c. Advertisements mixing New and Approved Certified Pre-Owned Jaguar, Range Rover, Defender or Discovery vehicles must have a solid line of separation between the two categories. 50% or more of the ad must be New vehicles, as Approved Certified Pre-Owned and Non-Certified (pre-owned/used) vehicles are not eligible and will be prorated out of the total cost. Non-certified (pre-owned/used) vehicles must not appear in advertising.

CATEGORY 6: ADVERTISING MESSAGES

GENERAL

To reinforce Jaguar, Range Rover, Defender or Discovery's position as luxury brands, advertising must emphasize the product features and benefits of the Jaguar, Range Rover, Defender or Discovery brand and products instead of focusing solely on retail sales price.

6a. Retailers must advertise their franchise using their Jaguar or Land Rover designated name (DBA name) as agreed upon in their Retailer agreement (i.e. Jaguar XYZ vs. Autogroup).

Retailers can advertise their Auto Group name in addition to their DBA as long as the DBA is more prominent. DBA needs to be greater in size.

For Voice Overs (VO) the Jaguar or Land Rover DBA must be listed first and then the Retailer name/auto group can be mentioned. Using another retailers DBA in advertising is prohibitive in all media.

ADVERTISING PRICING - MSRP, APR, LEASE

This rule is applicable to all marketing channels regardless of whether Co-Op funding is used.

*The MSRP of a vehicle is defined as follows: Price shown is manufacturer’s suggested retail price for the vehicle. It includes destination/handling charge**, optional equipment and port installed accessories, but excludes taxes, title, license, and retailer fees.

**You must properly disclose destination and handling charges based on state laws.

6b. Retailers cannot advertise any National or Retailer offers in mass marketing. Mass marketing is defined as a marketing strategy that aims to appeal to a broad audience by promoting products to as many people as possible, regardless of demographic, geographic, or behavioral differences. Retailers can communicate National or Retailer offers in direct one-to-one communications, on your Retailer website or in re-targeted social and digital display only. Retargeting is a digital marketing strategy that focuses on re-engaging users who have previously interacted with a website, app, or brand but did not complete the desired action, such as making a purchase.

Any listed final price other than MSRP must follow the guidelines outlined below and in the JLR Marketing Guidelines.

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6c. MSRP: Retailers must follow the Marketing Pricing Guidelines for marketing above and below MSRP. The MSRP of a vehicle is defined as follows: Price shown is manufacturer’s suggested retail price for the vehicle. It includes destination/handling charge**, optional equipment and port installed accessories, but excludes taxes, title, license, and retailer fees.

**You must properly disclose destination and handling charges based on state laws.

6d. 1. Marketing Below MSRP: Retailers can communicate discounts below MSRP as long as it is direct client communication. No math stacks allowed besides accessories.

- a. All pricing below or above MSRP listed in direct one to one advertising or marketing must be disclosed as Retailer Selling Price.

DETAILED PRICING	
MSRP	\$75,500
Retailer Selling Price	\$73,500

- b. The title MSRP* must be used when defining the original listed price of the vehicle

MSRP	\$81,550
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- c. Owner Loyalty incentives must include MSRP plus Owner Loyalty incentive amount in all advertising. Disclaimer for definition of "Owner Loyalty" must be included on the creative.
- d. Discount pricing and verbiage with minus signs (-) are not allowed.

2. Marketing Above MSRP:

- a. If MSRP is not the final price due to dealer installed accessories and/or F&I, the price listed in advertising or marketing must show both the MSRP and the price of accessories and/or F&I. Accessories must be labeled accessories in the math stack, and F&I must be labeled by the package name (i.e., Extended Warranty Package), or if multiple items, called “Retailer Package”. Only approved accessory math stack is allowed, which includes MSRP, accessories and/or F&I with an unlabeled final price.

- I. The amount included for accessories and/or F&I must match the value of the accessories and/or F&I installed and/or offered. JLRNA has the right to request details of accessories and/or F&I to ensure accuracy.
- II. Accessories and/or F&I installed and price on the vehicle must be noted in the VLP/VDP Retailer notes – Recommended language – “Additional Accessory cost above MSRP, \$XXX includes XX (list accessories and/or F&I installed)”

MSRP	\$83,320
Accessories	+\$2,200
	\$85,520

3. “Contact for Price”: “Contact for price” or any variation may no longer be used in marketing or advertising. MSRP or price must be shown and follow marketing guidelines outlined in Section 6. Advertising Messaging and 9. Retailer Websites. “Contact for price” or any variation may not be used when vehicles are in transit from the factory. Retailers must use pricing from VISTA for MSRP listed in marketing and advertising, and it will need to be manually input into Retailers DMS/IMS that compliments the JLR inventory feed that populates the T3 website. If Retailers do not input the VISTA data for MSRP, inventory will not be shown on T1 or the T3 Website.

Note: Retailer must follow vehicle in transit disclaimers outlined below For T3 websites, disclaimers at minimum should be included in the Retailer notes. For all other advertising Retailer can use best judgement on placement.

- I. If Retailer is using an image that isn’t the exact vehicle arriving: Vehicle is in transit. MSRP will be finalized when the vehicle arrives at the Retailer. Image is for illustrative purposes: actual image and details of the vehicle may differ.
- II. If Retailer is using “image coming soon” placeholder: Vehicle is in transit. MSRP will be finalized when the vehicle arrives at the Retailer.

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6e. LEASE & APR: No lease payments can be advertised below the National Offer for a given nameplate. National Offers will reflect vehicles stocked in sufficient quantities and that are easily accessible during the effective period of the offer.

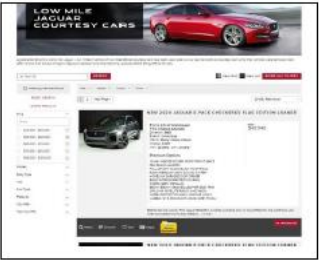
- 1. MSRP must be the starting point of any lease calculation for National Offers.
- 2. If the selling price differs from MSRP, Retailer Selling Price is the starting point of a lease or purchase calculation
- 4. Leases must identify the lease term (not to exceed forty-eight (48) months in length), the initial down payment (not to exceed 10% of the vehicle’s MSRP), the monthly payment amount, and any required security deposit (including \$0 security deposit) within the advertisement.
- 5. Leases must identify any disclosures required under federal and state law, including the lease term, initial down payment, monthly payment amount and any required security deposit.

Note: Notwithstanding the requirements set forth in section 6, the Retailer is obligated to comply with federal and state laws regarding its advertising of JLR products, including lease and finance offers.

6f. **COURTESY VEHICLES:** Discount messaging can be applied to “Courtesy Vehicles” with the following rules:

- 1. When advertising Courtesy Vehicles, which includes those vehicles that have never been registered to a consumer and have only been used for Manufacturer Executive/Retailer purposes. (e.g., Service Loaners, MSO/Company Cars, Retailer Demo Vehicles, etc.), the name “Courtesy Vehicles” must be used. If a different name is preferred, JLRNA approval is required.

- 2. Courtesy Vehicles, if currently available, must include mileage in advertising and in vehicle listings.
- 3. Soon-to-be Courtesy Vehicles do not need to include mileage but must be labeled as “Future Courtesy Vehicle” or agreed upon name with JLRNA.
- 4. “Courtesy Vehicle” must be labeled within the vehicle listing (VLP/VDP). This can be either within the comments section as “Courtesy Vehicle” or if an image/ logo is preferred, example logo must be used.
- 5. These vehicles cannot be advertised as “New Vehicles” and must only live under either the Pre-Owned or Courtesy Vehicle website tab.
- 6. “Courtesy Vehicle” must be labeled in all advertising.



7. Courtesy Vehicles can only be discounted with the following math stack and must show MSRP. Final Price must be unlabeled.

DETAILED PRICING	
MSRP	\$75,500
Retailer Selling Price	\$73,500

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6g. Retailers cannot create the appearance of a discount or inflation in the advertised pricing. For example, leveraging accessories, extended warranty, etc. The original MSRP, lease amount or APR must not have a strike-through or any other graphic element to indicate a reduction or inflation in price. Below is the only approved layout. Math stacks remain non-compliant. This is applicable to all vehicles (current model year or other.) a. Accessories and F&I Products: Must not create the appearance of a discount or inflation in advertised pricing.

- i. Accessories must be labeled accessories in the math stack, and F&I must be labeled by the package name (i.e., Extended Warranty Package), or if multiple items, called “Retailer Package”. Only approved accessory math stack is allowed, which includes MSRP, accessories and/or F&I with an unlabeled final price.

MSRP	\$83,320
Accessories	+\$2,200
	\$85,520

- ii. The amount included for accessories and/or F&I must match the value of the accessories and/or F&I installed and/or offered. JLRNA has the right to request details of accessories and/or F&I to ensure accuracy. Accessories and/or F&I installed and price on the vehicle must be noted in the VLP/VDP Retailer notes– Recommended language – “Additional Accessory cost above MSRP, \$XXX includes XX (list accessories and/or F&I installed)”

6h. Permitted Layout Verbiage: Pricing Structure for listed MSRP, Lease and APR for VLP/VDP and other Marketing and Advertising Material (e.g., Banner Ads, Web Tiles, Print Ads, etc.) a. Below MSRP: Layout and verbiage in marketing and advertising must include MSRP and Retailer Selling Price. The lower price cannot be highlighted, bold or change the color on the VLP/VDPs/ Marketing & Advertising Material. The final price label must remain unlabeled.

- Below are the only two layout and copy options. The original MSRP, lease amount or APR must not have a strike-through or any other graphic element to indicate a reduction in price.

DETAILED PRICING	
MSRP	\$75,500
Retailer Selling Price	\$73,500

OR

MSRP	\$81,550
------	----------

6i. Above MSRP: Layout and verbiage in marketing and advertising must include MSRP and/or VISTA pricing for vehicles in transit (labeled MSRP) only.

Note: Additional details in 6d and 6h - If MSRP is not the final price due to dealer accessories and F&I, the final price label should remain unlabeled and follow guidelines in Section 6 and 9.

6j. For Pre-Owned/ACPO Vehicles, Market Price must be used in lieu of MSRP

Market Price	\$42,145
Retailer Selling Price	\$39,800

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PROHIBITED WORDS AND PHRASES

Advertising and marketing materials must not contain any call-to-action messages that are detrimental to the Jaguar, Range Rover, Defender or Discovery brand and reputation. The following list is not meant to be exhaustive, but merely illustrative of examples of call-to-action messages, which could damage brand image and brand reputation, and cannot be used. Jaguar Land Rover North America reserves the right to use its discretion in determining whether messages used by Retailers in advertising and marketing materials would damage its brand image and reputation.

- 6j. “special allocation,” “special acquisition,” “special purchase, “special price”
- 6k. “sell off,” “blowout,” “bailout,” “closeout,” “clearance,” “clear out,” “inventory reduction,” “inventory sell-a-thon.”
- 6l. “guaranteed lowest price,” “meet, beat, match,” “won’t be undersold,” “nobody undersells.”
- 6m. “invoice,” “our cost,” “retailer cost”
- 6n. “prices so low they can’t be advertised,” “prices too low to advertise.”
- 6o. “finance anyone,” “finance everyone,” “finance everybody,” “bad credit, no problem,” “no credit, no problem,” “everyone approved.”
- 6p. “thousands off MSRP,” “half off MSRP,” “\$XXX discount,” “\$XXX off,” “% off invoice”
- 6q. Retailers can only market within their AOR and cannot leverage other Retailer DBA names or variations. This applies to all media types. Please reach out to Jaguar Land Rover North America.
- 6r. For Service, Parts, and Accessories. Coupons and Offers should only be referred to as an Incentive. Offers are “complementary” and are not to be described as “free.”
 - \$ and % signs should be limited and sized in smaller text fonts.
 - Less text with concise offers
 - Minimize incentives that require extensive disclaimers.

CATEGORY 7: SEARCH ENGINE MARKETING

- Retailer submissions of other Retailer infractions will be reviewed upon receipt.
- 7a. Use of other Jaguar or Land Rover Retailer names in resulting paid search copy and/or keyword purchase is prohibited.
 - 7b. DBA name, forward/backward DBA, misspelling and group name + trademark will be monitored.
 - 7c. Regular brand guidelines, including offers, claims and off-brand language, are monitored.
 - 7d. Purchasing geo-targeted keywords, zip codes, or areas that fall solely within another retailer’s AOR is prohibited.
 - 7e. Exact match negative keywords of other Jaguar or Land Rover retailer names are required
 - 7f. Only exception would be if a Jaguar or Land Rover retailer name is a geo-targeted based name within your AOR.

CATEGORY 8: EVENTS, SPONSORSHIPS, VEHICLE DISPLAYS

- 8a. All vehicle displays must be approved by JLRNA.
- 8b. All event/activity signage and collateral (i.e., gift bags, etc.) must be reviewed by JLRNA (adguideline@jaguarlandrover.com) for brand compliance to be eligible for reimbursement. If collateral is purchased from the Jaguar, Range Rover, Defender or Discovery Collection, no review is necessary.
- 8c. Any events where the following is used requires a JLR Licensed Experience Operator:
 - Off Road
 - Dynamic Display Equipment (DDE)
 - Convoy / Multi Vehicle event.
 - Open Tarmac
 - Track / Trails

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<ul style="list-style-type: none">• Fixed Site or Experience Centers• Global and Local Travel• Retailer Off-Site Event (including route planning) <p>Off Road Experiential events must be reviewed by our Land Rover Experience team 60 days prior to event. For assistance in finding a Licensed Experience Operator please contact: evlatos@jaguarlandrover.com</p> <p>8d. All events need prior approval by JLRNA via the preapproval form: Click Here</p> <ul style="list-style-type: none">- All creative must be approved in advance.<ul style="list-style-type: none">- Please allow 5 business days for creative review and approval- Retailers should leverage their DBA name in sponsorship.- In a sponsorship, we recommend Retailers focus on a specific nameplate- Post event recap containing photos and key metrics i.e., Registration, Leads, Attendees, etc.<ul style="list-style-type: none">- Must be sent within 30 days post event <p>8e. When a specific model event requirement is announced, retailers must execute the event in the required quarter and follow the above rules to be in compliance with the Marketing Guidelines</p> <p>CATEGORY 9: RETAILER WEBSITES</p> <p>Jaguar or Land Rover Retailers are required to host an in-program exclusive Jaguar or Land Rover website as their primary website that links from, and back to www.jaguarusa.com or www.landroverusa.com. Inclusion of the Jaguar or Land Rover brand on Retailer Tier 3 websites is allowed. Any other URL advertised will be subject to these guidelines. Secondary off-program sites are not recommended by JLRNA.</p> <p>Websites that are deemed “compliant” will be linked to www.jaguarusa.com. Websites that are not compliant with JLRMP guidelines must be re-submitted by the Retailer until site content is deemed “compliant.” Adherence to approved Jaguar and Land Rover retailer website templates is required at all times.</p>						<ul style="list-style-type: none">• Please review the Jaguar or Land Rover Retailer Website Pre-Approval / Certification Process: Click here.• Please review the Jaguar or Land Rover Retailer Domain Name and Website Policy: Click here. <p>Retailers who do not enroll in the JLRMP mandatory website program will not be eligible for JLRMP Matching Funds, regardless of whether they are in DMA or Tier 3 Co-Op marketing. These Retailers’ websites will also be de-linked from the Jaguar and Land Rover Retailer Tier 1 website Retailer Locator, but such Retailers will remain listed as authorized Jaguar or Land Rover Retailers.</p> <p>Note: For guidelines 9a-9p, when referencing primary and secondary brands we are using Jaguar as the primary in these guidelines for example only.</p> <p>9a. Brand logos (including Approved Certified Pre-Owned) must not be used as functional elements, such as functioning as a button, used for bullet points, etc. with the exception for linking back to the Retailer homepage.</p> <p>9b1. For Jaguar Tier 3 websites and other digital applications, use the typeface ‘Proxima Nova’ in the weights available on your Tier 3 website and in other digital applications in the weights available as outlined in the Jaguar VI Guidelines. The font ‘Arial’ can be used when the prescribed typeface is not available. ‘Arial’ can be used in weights Bold and Regular in various content types.</p> <p>9b2. For Land Rover Tier 3 websites, use the typeface Land Rover Web. Land Rover Web Bold should be the primary typeface used on OLAs.</p> <p>9c. All advertised URLs must be the Jaguar or Land Rover specific URL that is linked to www.jaguarusa.com or www.landroverusa.com and all URLs must meet the Jaguar or Land Rover URL policy as published by Jaguar Land Rover North America.</p> <p>9d. Google Analytics and container tags must be present for Jaguar monthly metrics reporting to measure Tier 1 and Tier 2 ad spending, along with website traffic and forms. Tags must be included on:</p>							

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<ul style="list-style-type: none">• Home page• New vehicle inventory• Pre-owned inventory• Special offers• Finance• Retailer information• Parts• Service• Lead submission forms (request a quote, test drive, etc.) <p>9e. Inclusion of a text link at the bottom left corner of a Retailer Tier 3 website that leads to multi-franchise website is allowed only as a text copy link, without logos or images, and stated as “See our full website” or “See our other brands.”</p> <p>9f. No other brands (besides Jaguar or Land Rover) may appear on any Jaguar or Land Rover Retailer website.</p> <p>9g. Each Retailer website must contain a link back to the corporate site.</p> <p>9h. Visual Identity guidelines must be followed in all digital advertising.</p> <p>9i. The Jaguar Device Mark or Land Rover logo must appear without distortion, manipulation or alteration.</p> <p>9j. The header logo must appear in accordance with the templates provided by your website provider.</p> <p>9k. Jaguar Land Rover requires Retailers to host an exclusive Jaguar or Land Rover desktop and mobile site.</p> <p>9l. OEM Required and Recommended Navigation Menu Tabs with Order **Retailer must describe the vehicle as “New” or “Pre-Owned/Used” according to applicable state statutes/regulations depending on state odometer disclosures.</p>								<p>**Retailer must provide consumers with clear and detailed information about the vehicle’s warranty coverage, including compliance with the Magnuson-Moss Warranty Act.</p> <p>1. New Vehicles REQUIRED</p> <p>2. Courtesy Vehicles RECOMMENDED</p> <p>3. All-Electric REQUIRED (Jaguar Only)</p> <p>4. Pre-Owned Vehicles REQUIRED</p> <ul style="list-style-type: none">– Approved Certified Pre-Owned (sub-header must come first) REQUIRED– Pre-Owned (sub-header must follow CPO) REQUIRED– Courtesy Vehicles *Courtesy Vehicles can also be placed under the Pre-Owned Vehicles tab following the above guidelines. <p>5. Service & Parts REQUIRED *Tabs can be separated, if preferred.</p> <ul style="list-style-type: none">– Schedule Service (required in the secondary navigation menu at minimum, if not in its own tab)– Parts and Accessories– If on the Tire Program, online Tire Store– Why Service with us– Service Specials <p>6. About Us REQUIRED</p> <p>9m. Jaguar Land Rover Website Restrictions and Requirements: To clearly disclose information to consumers on websites, all vehicles must be properly placed into the categories.</p> <p>**Retailer must describe the vehicle as “New” or “Pre-Owned/Used” according to applicable state statutes/regulations depending on state odometer disclosures. **Retailer must provide consumers with clear and detailed information about the vehicle’s warranty coverage, including compliance with the Magnuson-Moss Warranty Act.</p>					

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1. New Vehicle: Only New Vehicles can be advertised under the “New Car” tab and listing page of websites. New Inventory vehicles of prior model years are eligible to be featured in the New Car section.

– New Vehicles must abide by the Pricing Guidelines outlined in section 6.

DETAILED PRICING

MSRP \$75,500

Retailer Selling Price \$73,500

2. Courtesy Vehicle: Websites can include a “Courtesy Vehicle” tab.

– When advertising Courtesy Vehicles, which includes those vehicles that have never been registered to a consumer and have only been used for Manufacturer Executive/ Retailer purposes. (e.g., Service Loaners, MSO/Company Cars, Retailer Demo Vehicles, etc.), the name “Courtesy Vehicles” must be used. If a different name is preferred, JLRNA approval is required.

– The “Courtesy Vehicle” section (or dropdown) of the Retailer website must list the primary (i.e., Jaguar) brand first and if secondary (i.e., Land Rover) brand is included, it must be listed as second. No other competitive makes or models can be listed within the Courtesy Vehicle section (or dropdown) of the Retailer website.

– Courtesy Vehicles, if currently available, must include mileage in advertising and in vehicle listings.

– Soon-to-be Courtesy Vehicles do not need to include mileage but must be labeled as “Future Courtesy Vehicle” or a name agreed upon with JLRNA.

– “Courtesy Vehicle” must be labeled within the vehicle listing (VLP/VDP). This can be either within the comments section as “Courtesy Vehicle” or if an image/logo is preferred, this must be pre-approved for compliance at JLRNA.

– These vehicles cannot be advertised as “New Vehicles” and must only live under either the Pre-Owned or Courtesy Vehicle website tab.

**See section 6, for approved Courtesy Vehicle logo.

– Courtesy Vehicles must abide by the Pricing Guidelines outlined in Category 6

– Reference 6g for more details – 6g. Courtesy Vehicles can only be discounted by using the proper math stack including MSRP, Courtesy Vehicle Incentive, and an unlabeled final price amount.

3. “Pre-Owned Vehicles”: Two sub-menus must exist and are outlined below.

– Approved Certified Pre-Owned (sub-header must come first):

- The “Approved Certified Pre-Owned” section (or drop-down) of the Retailer website must list the primary (ie. Jaguar) brand first followed by the secondary (ie. Land Rover) brand. No other competitive makes or models can be listed within the Approved Certified Pre-Owned section (or drop-down) of the Retailer website.

- The “Featured Vehicles” section on the “Approved Certified Pre-Owned” section of the Retailer website must only feature Jaguar vehicles. No other manufacturers (including Land Rover) are allowed.

– Pre-Owned (sub-header must follow Approved Certified Pre-Owned): The “Pre-Owned” section of the Retailer website must advertise Jaguar vehicles first in the drop-down and inventory. Land Rover vehicles must be listed secondary, followed by any/all other manufacturers. The “Pre-Owned” listing page “Make” filter must list Jaguar, Land Rover and Other (where used brand vehicles can reside).

– Courtesy Vehicles *Courtesy Vehicles can also be placed under the Pre-Owned Vehicles tab following the above guidelines. Courtesy Vehicles, if currently available, must include mileage in advertising and in vehicle listings. Soon-to-be Courtesy Vehicles do not need to include mileage.

– All Pre-Owned vehicles in this category must be advertised separately from New Vehicles and clearly disclosed as Pre-Owned.

– All Pre-Owned and Courtesy Vehicles listings must include mileage on the listing page.

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<p>4. About Us: This section of the Retailer website is an area of the website where Retailers can share company information, background and pertinent details with consumers. This section of the website must have all content at all times. A Retailer may not list other Retailer names or locations in this section, unless the city or zip falls within the Retailer’s AOR, or anywhere else on the site. The About Us section must have sub-head with “Meet the team” where employee photos and their information can be found. This must remain updated at all times.</p> <p>– Note: Mentions of other brands and auto groups may only appear when in reference to the history of the Retailer group or store.</p> <p>9n. Shared Inventory: New and Pre-Owned inventory (including ACPO) on Retailer website can show inventory from other sister locations, as long as these are Jaguar Land Rover dealerships - no competing locations are allowed.</p> <p>- New Vehicle location must be revealed on the Vehicle Listings Page at minimum. Pre-Owned vehicle location must be revealed on the Vehicle Details Page at minimum.</p> <p>9o. Additional Retailer rebates and credits can be showcased on the vehicle listing (VLP/VDP) only if the consumer submits a valid lead to “unlock” the offer. Retailers can no longer use language that uses “price” in the CTA such as: “Unlock Price” “Get today’s Price”, “Get e-Price” etc.</p> <p>– Potential Options as follows: “Get More Info”, “Contact Us”, “Confirm Availability”, “See Payment Options”, “Contact for more details”</p> <p>9p. Retailer Inventory Photography</p> <p>– To provide a more consistent buying experience for our customers, the update to the vehicle photography requirements will be applicable to New, Approved Certified Pre-Owned (ACPO), Jaguar and Land Rover Pre-Owned Vehicle Inventory Listing Imagery.</p> <ul style="list-style-type: none">Failure Code 1 - First photo is not driver’s side front ¾ image.<ul style="list-style-type: none">Image must show the front grill and windshield.Images should not show the passenger’s side.Failure Code 2 – CGI is non-compliant for Pre-Owned Vehicles. (Subject to the status of the type of vehicle New / Used).						<ul style="list-style-type: none">CGI for used/ Pre - Owned vehicles: non – complaint.for New Vehicles: non – compliant if used more than 2 weeks from arrival of the vehicle at the Retailer. <ul style="list-style-type: none">Failure Code 3 – Fisheye lens effect or similar distortion.Failure Code 4<ul style="list-style-type: none">Vehicles not photographed in a clean, uncluttered and well-lit area to show proper detail.Vehicles not clean, dry and prepared for presentationBlurring of background that distracts from vehicle presentation.Traffic in view or vehicles parked in the background.People in viewFailure Code 5 – Visible Point of Sale other than license plate insert. Borders or logos on top of or framing the image. License plate frames and inserts do not comply with the frames and inserts “dos” section and additionally include the following:<ul style="list-style-type: none">Other OEM logo’s / namesAdditional information outside of approved items such as phone numbers, address, website URL, etc.Jaguar Land Rover logos and copy do not follow Jaguar and Land Rover CINon-Compliant ACPO MaterialFailure Code 6 - “Image Coming Soon” valid while in transit. Note: Retailers have 2 weeks from arrival of the vehicle at the Retailer to replace with real image.							

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CATEGORY 10: CODE OF CONDUCT

10a. Any marketing communications that contain images or content deemed to be inappropriate or inconsistent with the Jaguar, Range Rover, Defender or Discovery brand, its image or marks will be in violation. Any Retailer advertisement that contains images or content that is considered offensive, derogatory, inappropriate, irresponsible or in any way disparaging to the Jaguar Land Rover parent company, Retailers, affiliates, products or programs will be in violation. Likewise, any content that contains political, sexual, racial, religious or is derogatory to any group, organization, race or party will also be in violation.

Retailers also must comply with all applicable local, state and federal laws and regulations related to the advertising of Jaguar, Range Rover, Defender or Discovery products. The JLRMP Support Center does not review or hold responsibility for adherence to local, state or federal laws.

CATEGORY 11: HOUSE OF BRANDS

Dual branding (Jaguar and Land Rover) is no longer compliant. All marketing must follow the House of Brands: Jaguar, Range Rover, Defender and Discovery iconic and storied brands. While they need to remain distinct, on certain occasions, they are allowed to be combined with approval.

Please note: There are specific rules around dual brand usage. Thoroughly review the Global CI Guidelines for more details. Please refer to the key document section for guidelines for all brands. Any other use of the Dual branded device marks must be approved by JLR, adguidelines@jaguarlandrover.com.

CATEGORY 12: MODERN LUXURY

Defining Modern Luxury at JLR:

Modern Luxury embraces our modernist design philosophy to authentically build desirability and emotional engagement for our brands. It means we create inspirational, exclusive, and exceptional experiences for our clients. Inherently sustainable modern luxury is furthered by our passion to innovate.

Seven Modern Luxury Codes

1. Curation :

- Use clean, curated content for impactful product storytelling.
- Maintain a uniform and consistent look and feel across all channels.
- Ensure communications are relevant to your client. Don't mass-market.
- Ensure communications are about our products and services, not internal news.
- Brands cannot be mixed brands, allow each their own space.
- Focus on the impact you have on the client, rather than volume of activity.
- Align Retailer activity to national as much as possible, extending national to local.

2. Future Facing:

- Focus on today and tomorrow, not yesterday: Engage clients with stories of innovations such as Alexa integration (if market relevant) and Pivi Pro.
- Embrace future-facing media: Use environments that are more dynamic than static, such as newer digital formats.
- Find modern ways to tell classic, heritage and anniversary stories – and tell them at the right time.
- Avoid clichéd Britishness in favor of giving subtle modern British cues through discreet client touchpoints and experiences.
- Optimize the client journey in real time based on content consumption, adapting while 'live' to suit demand.

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<h3>3 Effortless:</h3> <ul style="list-style-type: none">- Use qualified data to ensure clients receive correctly personalized content at the right time, with a clear route to action.- Remove steps and simplify processes at every stage. Learn from your results and adapt to create exceptional journeys.- Target local clients. Focus on your area. Retailers must market within their AOR.- Communicate payment options and methods discreetly Pricing must follow relevant guidelines and formatting outlined.- Highlight success discreetly: Only share awards and achievements relevant to the brands, not individual Retailer.						<h3>6 Global Citizenship:</h3> <ul style="list-style-type: none">- Be sustainability aware: Share our sustainability ambitions and achievements, including innovations such as sustainable fabrics and Electric Hybrid technology.- Reduce reliance on printed assets in favor of digital - first communication.- Embrace global culture: Ensure inclusivity in communications and positively celebrate diversity in all its forms.- Avoid stereotypes and clichés: Don't make assumptions about audiences.						<h3>7 Unique:</h3> <ul style="list-style-type: none">- We are Modern Luxury brands that make luxurious vehicles, not the other way around. Be a luxury brand first and an automotive brand second.- Use the new brand worlds: create imaginative experiences and tell unique stories.- Surprise in communication: use unique media placements, call the client with an exclusive invitation.- Be a unique Retailer: Don't comparison with other Retailers and avoid comparisons unless provided by JLRNA. Stand alone.- Move from indiscreet, price- led, traditional advertising and mass client events to unique brand communication and tailored client experiences. Follow relevant guidelines.	
<h3>4. Engaging:</h3> <ul style="list-style-type: none">- Tease with imagery: Use detailed shots of exquisite features and highlights to create intrigue.- Focus on exclusivity: Build anticipation by sharing only selective details to drive desire.- Avoid repeated, impersonal communications with no storytelling.- Use video and infographics to communicate complex stories.						<h3>5 Reductive:</h3> <ul style="list-style-type: none">- Use discreet branding, full -bleed imagery, fewer images and more breathing space.- Say only what is essential.- Don't force our products into every image. Sometimes storytelling is more important.- Adhere to Global guidance on physical point-of-sale (no flags, banners or livery, unless specified). Let the product do the talking.- Provide context, including lifestyle, to bring products to life.						<p>Please refer to the Modern Luxury and House of Brands Retailer Communication Guidelines under key documents for more information and application.</p>	

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Category 13: KEY DOCUMENTS

The below guidelines are not meant to be exhaustive but meant to represent the key guidelines that JLRNA has in place today that must be followed to be compliant. In time, there might be additional documents that are required to be followed, which will be shared via Bulletin.

Modern Luxury and House of Brands Retailer Communication Guidelines

GRMS Pathway: ASSETS > DOWNLOAD > CATEGORY > GUIDELINES > RETAILER GUIDELINES > MODERN LUXURY AND HOUSE OF BRANDS RETAILER COMMS

- [Modern Luxury and House of Brands Retailer Comms](#)

CI/VI Guidelines:

GRMS Pathway: ASSETS > DOWNLOAD > CATEGORY > VISUALIDENTITY > CI/VI GUIDELINES

- [CI/VI Guidelines](#)

Stationary Guidelines:

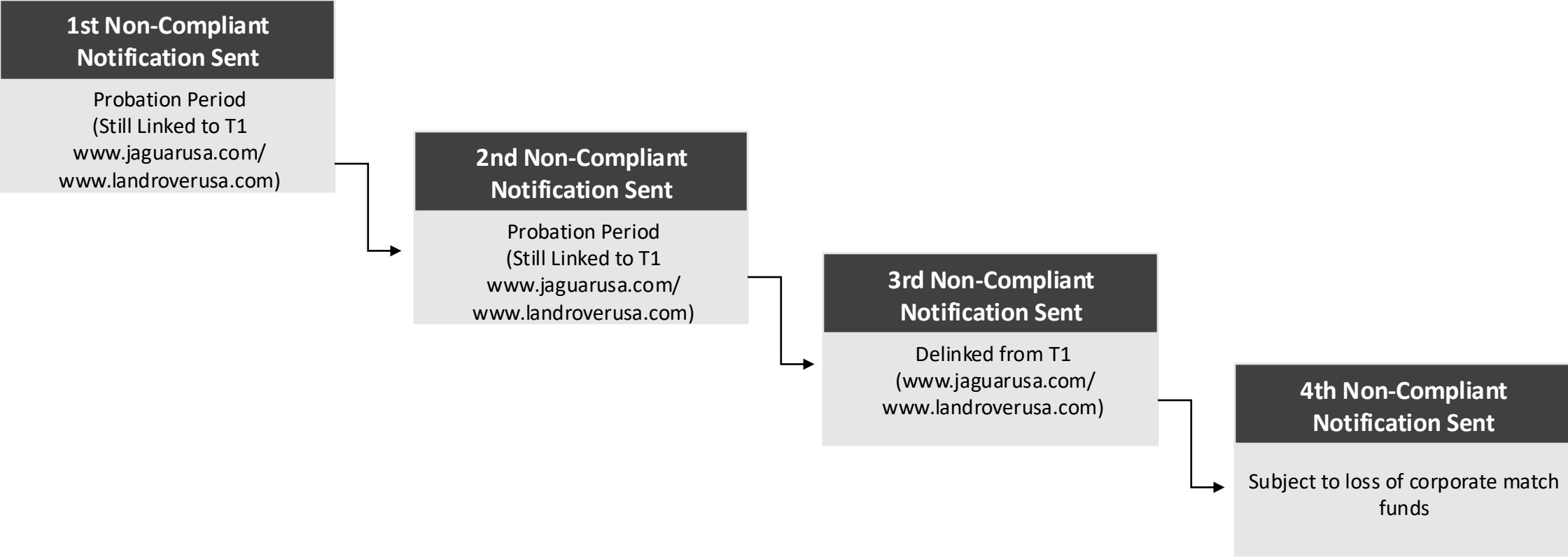
GRMS Pathway: ASSETS > DOWNLOAD > CATEGORY > STATIONARY GUIDELINES > STATIONARY GUIDELINES

JLR Retail Marketing
Craig Saperstein csaperst@jaguarlandrover.com
Lauren Burlij lburlij1@jaguarlandrover.com
JLR Support Center: adguideline@jaguarlandrover.com

GRMS Support
E-MAIL: S44-JLRGRMS@accenture.com

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Thank you for participating in the JLRMP Program. For any further questions, please contact:

JAGUAR LAND ROVER MARKETING PROGRAM SUPPORT CENTER

PHONE: 800.790.0918

E-MAIL: JLRMP@ansira.com

HOURS: Monday through Friday, 9:30 a.m. – 6:30 p.m. ET (8:30 a.m. – 5:30 p.m. CT)