

HIGHLIGHT

The All New I-Pace fully Electric premium sport SUV Vehicle in Laos

Event date: 28/ 08/ 2021

Venue: National Convention Center (NCC)

Jaguar Land Rover Laos launched the new all-electric Jaguar I-PACE premium performance Sport SUV on Saturday 28th of Aug 2021 at National Convention Center (NCC), Vientiane Capital.

The fully electric Jaguar I-PACE is a new and unique concept in the automotive business, especially for two exquisite brands: Jaguar and Land Rover.

The electric Jaguar I-PACE also shapes the future of Lao mobility solutions and trends.

This event aims to launched the new jaguar I-pace to show presentation officially electric premium sport SUV vehicle in Laos for the customers know about our new Jaguar to attract interest customers.



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The launch ceremony was attended by Deputy Minister of Energy and Mines, H.E Dr Sinava Souphanouvong; UK Ambassador to Laos, H.E John Pearson; India Ambassador to Laos, H.E Dinkar Asthana ; Automotive Managing Director of the Lao Ford City, Mr Wayne MacIntosh; and General Manager of Jaguar Land Rover Laos , Mr Biju Narayanan; along with government officials and members of the business community.

In terms of performance, I-PACE is a Jaguar above all else – a true driver's car, with its powerful electric motor.

H.E Dr Sinava Souphanouvong



H.E John Pearson, credit: John Pearson's Facebook





Mr. Wayne McIntosh



Mr Biju Narayanan



Mr. Viphet Chihachak our share holder on the right hand of Mr. Biju



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As for the design, the exterior, featuring an elegant, highly aerodynamic design.

For the interior, the I-PACE seamlessly integrates technology and abundant space.

In-car technology, our new one-touch infotainment system, Pivi Pro, delivers all key infotainment at a glance. It is inspired by, and as intuitive as your smartphone.

The Jaguar I-PACE all-new electric premium performance Sport SUV is a luxury and modern car that we have been awaiting for quite sometime in Laos.

With clean energy and intelligent systems, the Jaguar I-PACE responds to the potential of sustainable Sport SUV cars. With the use of innovative technology, it puts Jaguar at the forefront of the future electric car revolution, most importantly as a carbon-free emission vehicle.

Jaguar Land Rover Laos heavy invested in infrastructure, training as well as network to ensure customer convenience and trust.

The company also has sales service, and the charging station at Vientiane, Savannaket province, Pakxe, Champassak province and Luangprabang province and we planning service footprint to other major cities to fulfill the Vision.

The company is proud to announce that it is the leader in premium market



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Visitors enjoy a test drive and hands-on experience of the new All-Electric Jaguar I-PACE at the launch.



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Performance vocal by Ola Blackeyes



Special guests speech share experiens in using the car



Mr.Khamhou



Mr.Pasong

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Electric dance performance



Exclusive Jaguar finger food



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Result of the event

Details:

- There are 184 people attendee joining the event
 - + The event has 112 people joined in the morning
 - + The event has 72 people joined in the evening
- Facebook Live: <https://fb.watch/7KW3vUIs0y/>

