

Electric cars and Jaguar's future: a reader writes

First, who am I? Geoff Gammon, an ardent Jaguar fan. Collector of Classic Jaguars. Live near Horncastle, Lincolnshire, LN9 6JY, U.K.. Aged 66 and care passionately about the future of Jaguar. Below are observations and remarks made by me. If they are taken onboard, read or published.....so be it. I ask as many questions as, I do make remarks. If I have some items wrong, please be forthcoming in getting back to me, so I may redress remarks accordingly.

My concerns.....

"JLR Struggles with Classic Marque." This is the headline of an article that appeared in Classic Car Buyer on 5th October, 2022.

With so many recent anniversaries for the Jaguar Marque in recent years, who gets to question the current Directors or leaders of this much loved manufacturer? Can sufficient public opinion change the current management actions for what appears to be a slow and ridiculous death of such a renown Company?

Their current aim, pure electric cars, no hybrid or conventional engines to run on, or research into alternative fuel sources! What Planet do they live on, and are they the slightest bit interested in preserving the name Jaguar?

Facts: Electricity is at the forefront on everyones mind. A Global issue! Enormous rises in costs, and concern over renewable energy. Already, talk of possible power cuts.

How much are replacement batteries for these models, as and when required?

What are the true costs of producing lithium batteries? What Countries is it mined in? What cost is evaluated in shipping it to its required destination for use? What labour force is used in mining of the product?

What are the true facts of what happens to a car involved in accidents? Major incidents when attendance of the Fire Brigade with cutting equipment dare not cut into such a vehicle? Or simple side impact causing such damage to the floorpan that the car is simply a right off?

So Jaguar wish to focus purely on electric cars, that like a mobile phone or computer will have no longevity! Technology in these areas moves so fast that, as soon as one buys the latest mobile phone, computer, T.V. and now Jaguar, it will be out of date the day it is bought! Jaguar, the new all disposable car! How is that Green thinking? And this is going to be true fact! Why? Because who is licensed to work on these vehicles? Why, Jaguar alone, of course! So, like the brilliant heritage Sir William Lyon's built over a lifetime, no one can buy an electric Jaguar and work on it themselves! Fact? True or false? Who in their Classic Car garage of the future, is going to have full electric Jaguars? The answer, "No one!", because even if they wish to go down that line, the cars will be incapable of being worked on, and, do you really think all the Jaguar Parts stockist are going to have batteries and associated electric wiring for all models produced in years to come?

Thankfully Formula 1 and other new car manufacturers are looking at alternative green fuels. Ask yourself, is there going to be an alternative fuel for the combustion engine as we know it? If the answer is no, then I would suggest you would be in a great position to join the current Jaguar management team.

If electric cars are to be the only mode of transport for the future: Where is all the electric supply to come from? How will that work in remote parts of the World and, Third World economies? How is the required infrastructure to be set up for people who live in apartment blocks, streets where cars line both sides of the road, any large place of work, be it office block or large warehouse, the situations and list is endless. And this is only talking about cars! What of lorries, buses, farm vehicles and all other forms of road transport.

So, we all go to bed one night, in the near but distant future. We wake up and there are no more combustion engines! Ha, ha, ha,... What of all the associated industries connected with the internal combustion engine? All the manufacturers of parts, all the parts suppliers and stockists, all the non dealer garages, mechanics, the list is endless, as would be the number of people unemployed by such a move!

And, what is the value of the Classic Car market, in all its forms? Ownership, auction houses, parts suppliers, associated press and magazines. After all, electric car manufacturers have no mind to bear the consequences of their actions for any knock on effect!

Already, new cars are a nightmare for inclusion of modern technology. How much has already been put into new cars that is totally not required? May be someone else can write an article suggesting what is in new cars that is totally ridiculous? I can start them off, an electronic handbrake!

What car manufacturer goes to the trouble of asking what a customer wants from a new car? Answers please? What is the joy of motoring when all you want done in a car is done for you?

Might facts on road users be able to highlight, how many accidents are now caused by sleepiness or drowsiness? And why would that be? Because we have massage seats, automatic heat controls, multitudes of in car entertainment, Electro gizmo's of all kinds to forewarn us of impending danger whilst driving. All because it can be done does not mean it should be! Just how ridiculous is it? How long before we have the drivers seat that will accommodate our toilet needs, so that we do not need to stop?

New electric car adverts really do make me laugh! Telling you what the new range is for mileage! Let me see, I wonder how they work that out? Would it include: road conditions, wind direction, the speed at which "you" drive the car, any congestion because of road works or accidents..... No need I guess, we all experience the perfect journey, don't we? How long does it take to charge up? Not on the manufacturers perfect set up but, general re-charging facilities up and down the Country? After all, every charging point will work, won't it? They all cater for the same kind of charging connection, don't they? As the dream of more electric cars becomes reality, we will just be able to pull in and get on-charge without any waiting, won't we?

How sad it is JLR management are insisting on this head long course! Surely guaranteed to make the name Jaguar, like so many, a thing of the past.

Never mind, it looks after the elite for their short time in control. Both developers and owners. Who cares about any long term future? Much like so many Prime Ministers we have experienced in recent years.

What of my chances of getting a top advertising job with JLR?

"Buy your latest all Electric Jaguar! Guaranteed to give you short term satisfaction at the expense of many! For people who want the latest in technology! No one wants an out dated Mobile Phone, Computer, Television..... Think Green, buy disposable, the very latest from Jaguar! Guaranteed to be

out of date within the next few years! Guaranteed to tie you in to Jaguar Service alone! Should you be so frugal as to own this wonderful Jaguar in years to come..... don't worry, Jaguar alone will look after you! As no-one else will be able to! JAGUAR the manufacturer guaranteed to look into the future, avoiding all consequences, to bring you The Best in Disposable High Tech Motoring!"

Now then, who will be brave enough to publish my article? How much will be edited? And will those who publish encourage further discussion? I ask because, this is just my opinion. I want answers to some of what I raise? Tell me how and why I have it wrong?

My opinion, knee jerk reaction to what people think the public want and desire. After all, in recent years we have been told how good Diesel vehicles are.....oops, retract that. Change of mind. How good ethanol is.....Mmm, is it absorbent of water? Might it cause problems with components of the fuel system?

Tell me how producing full electric cars will affect the working population of all, associated in the many diverse areas of manufacture, servicing, sales, the secondhand car market, associated businesses of magazines, auction houses, car insurance, parts manufacture and supply, the future of classic cars and their ownership.....??

Oh, wait a minute.....Jaguar have in recent years earned a fortune, building an Airfix factory, assembling parts manufactured elsewhere to build.....Classic Jaguars from years past!? Oh look, there is a Jaguar Classic Car Heritage site, displaying all those electric cars they produced back in the 2020's!?

I will now await the, hopeful, many replies? Have I got it all wrong?

Might I compare myself to a stick of rock, with Jaguar printed throughout it. Break me anywhere and I will spell "Jaguar".

Just a concerned public voice. Remember..... the public, people who buy cars! I did work in sales for Glen Henderson, Porsche and Ferrari, so, have a little insight into desirability of car ownership.

Most sincerely,

Geoff Gammon.