



## Jaguar Land Rover

Locations: New Jersey (HQ), United Kingdom  
Industries: Automobiles and Components

RISK LEVEL:



Medium Risk

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### DESCRIPTION:

Jaguar Land Rover is Medium Risk. The company often yields to political activism in shaping corporate governance, potentially alienating consumers, dividing employees, and harming shareholders. The company implements race and identity-based policies that replace merit, excellence, and integrity with preferential treatment and outcomes. Jaguar Land Rover occasionally embraces corporate initiatives that redirect its central focus from business goals to partisan policies and divisive issues at times. This approach fails to safeguard free exercise, free speech, and free enterprise.

### Corporate Weaponization

**Has canceled customers, suppliers, or vendors due to their political views or religious beliefs OR corporately boycotts, divests, or sanctions regions, people groups, or industries. Medium Risk**

*Jaguar integrates ESG into its business practices. Its FY23/FY24 Strategic Bonus Plan rewards "performance against scope 1+2 and scope 3 SBTi targets" in executive compensation (1). The company was a member of the Global Alliance for Responsible Media, which demonetized and suppressed content that it deemed to spread "hate speech" or "misinformation", discuss "debated social issues in a negative or partisan context", or "vilify" individuals based on sexual orientation and gender identity. These arbitrary guidelines were used to censor mainstream perspectives online (2)(3)(4). However, Jaguar has not canceled customers, suppliers, or vendors based on political views or religious beliefs (5).*

**Charitable giving (including employee matching programs) policies or practices discriminate against charitable organizations based on views or religious beliefs. Lower Risk**

*Jaguar does not appear to discriminate against charitable organizations based on views or beliefs (1).*

**Employment policies fail to protect against viewpoint or other discrimination and/or are ideological in nature. High Risk**

*Jaguar requires its employees to take DEI training and hosts regular DEI sessions with its board (1)(2). Jaguar appears to prioritize diversity over merit in its business structure through the establishment of gender and racial targets for its leadership composition. Jaguar is seeking 30% of all global senior leaders to be female and 15% of all UK senior leaders to be from a "Black, Asian or Mixed Ethnicity background" by 2026. It is also seeking to improve its Inclusion Index score from 68 to 80 by 2025 (3). Jaguar provides Transitioning at Work guidelines to its employees (4). Jaguar protects its employees against viewpoint discrimination (5).*

## Corporate Governance and Public Policy

**Uses corporate reputation to support causes, organizations, or policies hostile to freedom of expression. High Risk**

Jaguar is a signatory of the Race at Work Charter which requires signatories to engage in 7 key actions to improve racial equity, diversity and inclusion in the workplace (1)(2). In 2023, Jaguar hosted an online DEI Summit with 26 countries in attendance. Jaguar supports DEI within its business practices, employing a DEI Sponsors. Jaguar supports DEI within its business practices. From its 2024 Annual Report: "Diversity, Equity and Inclusion continues to form a core part of the Group's global business strategy" (3). Jaguar supports DEI within its business practices, hosting inclusion councils at all UK manufacturing sites and has hosted several DEI workshops globally (4). In 2024, Jaguar launched a controversial ad featuring LGBTQ models (5). Jaguar is committed to net zero carbon emissions across its supply chain, products, and operations by 2039 (6).

**Uses corporate funds to advance ideological causes, organizations, or policies hostile to freedom of expression. Lower Risk**

Jaguar Land Rover was a member of the Global Alliance for Responsible Media (1)(2)(3). Jaguar has not used corporate funds to advance ideological causes, organizations, or policies (4).

**Uses corporate political actions and/or financial contributions for ideological, non-business purposes. N/A**

Jaguar does not operate a PAC or report on its lobbying at this time (1)(2)(3).

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