

Surround Camera Supply Constraints 10MY Discovery 4 / LR4, Range Rover Sport and The Range Rover: NEXT STEPS



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Circulation: Global Marketing, Lead Agencies, NSC Launch Champions, Key NSC Personnel, Regional Offices, European Importer Launch Champions, Operations, NSCs, Importers, Aftersales, Regional Agencies

Dear Colleague

Further to Bulletin No LRHUB554 dated 24th August, this bulletin is issued to communicate: Actions taken to date, Short term plan (including immediate actions required to alleviate the issue for September and October production), Medium term plan (up to year end), and finally the Long term plan.

Actions Taken: We have implemented a central order amendment activity for weeks 36 and 37 production, and are currently working through amending all non-retailed orders that markets have confirmed we are OK to amend for the balance of September's production (weeks 38/39/40). We have also restricted markets' ability to order the feature moving forwards, through Ordering System modifications.

Short Term Plan:

September Production: To close off the September production plan we need to move some surround camera orders out into October, however these changes will be done 'within market allocations' wherever possible.

October Production: To close off October production we need to amend the vast majority (**circa 90%**) of the Surround Camera orders currently on the order bank (excluding Retailed Sold / Demos). To conduct this activity in the best possible manner, please can I ask you to highlight only **absolutely critical orders that must not be amended** on the attached file by **COB Wednesday 2nd September**. Please respond directly to Ravinder Panesar: rpanesar@jaguarlandrover.com

Medium Term Plan: We are investigating the most appropriate manner in which to reintroduce the Surround Camera feature from November production (only available as part of a pack for example). Future communications will confirm this in detail.

Long Term Plan: We are currently looking to secure an increase in the supplier's capacity, enabling us to offer this feature in significantly greater supply from Q1 2010.

To view this information in full please visit the HUB by following one of the links below:

[www.landroverhub.com | Asset Library | LR Global Marketing | Discovery 4 and LR4 | 10MY | Product Info | OXO and Specs](#)

[www.landroverhub.com | Asset Library | LR Global Marketing | Range Rover Sport | 10MY | Product Info | OXO and Specs](#)

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We would like to thank you for your proactive support to date, and believe the actions that we have taken, and continue to take, will enable us to navigate through this issue in the best possible manner. We will keep you fully up to speed with developments on this issue as they happen. If you do have any questions or would like to discuss further, please do not hesitate to contact us on the phone numbers provided.

Kind regards

Joe Murray

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