

JAGUAR 2016 SPRING PRODUCT TRAINING

NEW ORLEANS



OPERATIONS BULLETIN



22-FEB-16 | No.: JTR16-06 | Section: Training | Market: North America

A RETURN TO THE BIG EASY

We are pleased to announce the upcoming Jaguar Spring Product Training Event in New Orleans! This two-day training program will feature the all-new Jaguar F-PACE and XF against their key competitors.

This training will take place at the NOLA Motorsports Park and hotel accommodations will be at the Hotel Monteleone in the historic French Quarter.

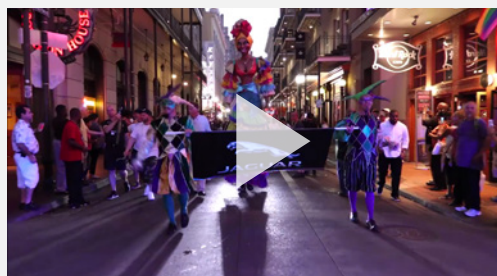


TRAINING WILL INCLUDE:

1. Facilitated training sessions and interactive learning activities
2. Hands-on Jaguar and competitive vehicle explorations
3. Dynamic driving experiences (with Jaguar and competitive vehicles)
4. Showroom selling strategies and demonstration drive techniques

TRAINING DATES:

- WAVE 1:** April 12 – 14
- WAVE 2:** April 17 – 19
- WAVE 3:** April 25 – 27
- WAVE 4:** April 27 – 29
- WAVE 5:** May 2 – 4
- WAVE 6:** May 4 – 6
- WAVE 7:** May 8 – 10



[Click here for a video of the 2015 NOLA event](#)

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Jaguar Land Rover North America, LLC
555 Mac Arthur Blvd. Mahwah, NJ 07430

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TRAINING AGENDA

| | | GROUP 1 | GROUP 2 | GROUP 3 | GROUP 4 | GROUP 5 | GROUP 6 | GROUP 7 | GROUP 8 | GROUP 9 | GROUP 10 | GROUP 11 | GROUP 12 |
|----------------|----------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|
| DAY 1 | 6:45-10:00 pm | Welcome Experience | | | | | | | | | | | |
| | 8:45-9:00 am | Opening / Rotation | | | | | | | | | | | |
| DAY 2 | 9:00-9:50 | F-PACE WA | F-PACE Market-place/ Opp. | F-PACE Comp Static | F-PACE Comp Dynamic | XF Comp Drive | InControl™ | XF Key Selling Features | XF Comp Static | Diesel Essentials | Diesel/ Petrol Drive | F-PACE Qualification | F-PACE Week in the Life |
| | 10:00-10:50 | F-PACE Comp Dynamic | F-PACE WA | F-PACE Market-place/ Opp. | F-PACE Comp Static | XF Comp Static | XF Comp Drive | InControl™ | XF Key Selling Features | Diesel/ Petrol Drive | Diesel Essentials | F-PACE Week in the Life | F-PACE Qualification |
| | 11:00-11:50 | F-PACE Comp Static | F-PACE Comp Dynamic | F-PACE WA | F-PACE Market-place/ Opp. | XF Key Selling Features | XF Comp Static | XF Comp Drive | InControl™ | F-PACE Qualification | F-PACE Week in the Life | Diesel Essentials | Diesel/ Petrol Drive |
| | 12:00-12:50 pm | F-PACE Market-place/ Opp. | F-PACE Comp Static | F-PACE Comp Dynamic | F-PACE WA | InControl™ | XF Key Selling Features | XF Comp Static | XF Comp Drive | F-PACE Week in the Life | F-PACE Qualification | Diesel/ Petrol Drive | Diesel Essentials |
| | 1:00-1:50 | Lunch | | | | | | | | | | | |
| | 2:00-2:50 | Diesel Essentials | Diesel/ Petrol Drive | F-PACE Qualification | F-PACE Week in the Life | F-PACE WA | F-PACE Market-place/ Opp. | F-PACE Comp Static | F-PACE Comp Dynamic | XF Comp Drive | InControl™ | XF Key Selling Features | XF Comp Static |
| | 3:00-3:50 | Diesel/ Petrol Drive | Diesel Essentials | F-PACE Week in the Life | F-PACE Qualification | F-PACE Comp Dynamic | F-PACE WA | F-PACE Market-place/ Opp. | F-PACE Comp Static | XF Comp Static | XF Comp Drive | InControl™ | XF Key Selling Features |
| | 4:00-4:50 | F-PACE Qualification | F-PACE Week in the Life | Diesel Essentials | Diesel/ Petrol Drive | F-PACE Comp Static | F-PACE Comp Dynamic | F-PACE WA | F-PACE Market-place/ Opp. | XF Key Selling Features | XF Comp Static | XF Comp Drive | InControl™ |
| | 5:00-5:50 | F-PACE Week in the Life | F-PACE Qualification | Diesel/ Petrol Drive | Diesel Essentials | F-PACE Market-place/ Opp. | F-PACE Comp Static | F-PACE Comp Dynamic | F-PACE WA | InControl™ | XF Key Selling Features | XF Comp Static | XF Comp Drive |
| | DAY 3 | 8:45-9:00 am | Opening / Rotation | | | | | | | | | | |
| 9:00-9:50 | | XF Comp Drive | InControl™ | XF Key Selling Features | XF Comp Static | Diesel Essentials | Diesel/ Petrol Drive | F-PACE Qualification | F-PACE Week in the Life | F-PACE WA | F-PACE Market-place/ Opp. | F-PACE Comp Static | F-PACE Comp Dynamic |
| 10:00-10:50 | | XF Comp Static | XF Comp Drive | InControl™ | XF Key Selling Features | Diesel/ Petrol Drive | Diesel Essentials | F-PACE Week in the Life | F-PACE Qualification | F-PACE Comp Dynamic | F-PACE WA | F-PACE Market-place/ Opp. | F-PACE Comp Static |
| 11:00-11:50 | | XF Key Selling Features | XF Comp Static | XF Comp Drive | InControl™ | F-PACE Qualification | F-PACE Week in the Life | Diesel Essentials | Diesel/ Petrol Drive | F-PACE Comp Static | F-PACE Comp Dynamic | F-PACE WA | F-PACE Market-place/ Opp. |
| 12:00-12:50 pm | | InControl™ | XF Key Selling Features | XF Comp Static | XF Comp Drive | F-PACE Week in the Life | F-PACE Qualification | Diesel/ Petrol Drive | Diesel Essentials | F-PACE Market-place/ Opp. | F-PACE Comp Static | F-PACE Comp Dynamic | F-PACE WA |
| 12:50-1:45 | | Lunch/Closing Session | | | | | | | | | | | |

ATTENDANCE REQUIREMENTS:

As a Jaguar Retailer, your staff's training requirement will be 2 days in duration.

Completion of this program for Sales and Service employees will apply towards your Jaguar 2016 Silver Certification.

Prerequisite: Completion of the all new Jaguar F-PACE Product Knowledge E-Learning EJA900309ENLNA.

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PLEASE NOTE THAT PARTICIPANTS MUST COMPLETE ALL TRAINING. IF THEY LEAVE THE PROGRAM EARLY, THEY WILL NOT RECEIVE ANY CREDIT. DEPARTURE FLIGHTS MUST BE SCHEDULED AFTER 4:30PM CDT TO ENSURE THAT ALL TRAINING IS COMPLETED.

JAGUAR 2016 SPRING PRODUCT TRAINING FAQ'S

What is the cost per retailer?

The cost of this exclusive training is covered through the implemented per car fee. Included for all guests are arrival day airport transfers to the hotel and transfers to/from the training venue from the hotel as well as breakfast and lunch each event day. Please note, dinner will be provided at this program the first night only.

Hotel incidentals, airfare travel costs and any additional hotel accommodations are the responsibility of the Retailers. If Retailer personnel require additional accommodations before or after the program, it will be the Retailer's responsibility to cover the costs. The option to arrange additional accommodations will be offered during the program registration process on the registration site. Please contact the JLR Registration Concierge at 317-550-1616 or jlregistration@fuzionusa.com for additional questions regarding hotel accommodations.

Note: Participants who choose to stay at a different hotel must arrange their own ground transportation from the airport as well as to the racetrack.

How many nights will participants stay?

JLR ACADEMY will be providing hotel accommodations for 2 nights at the Hotel Monteleone.

Hotel Monteleone
214 Royal Street
New Orleans, LA 70130
(504) 523-3341

Where will training be held?

All training will be held at the NOLA Motorsports Park. Please see attached agenda for training schedules.

NOLA Motorsports Park
11075 Nicolle Blvd
Avondale, LA 70094
(504) 302-4875

What airport should you use for arrivals and departures?

If flying, participants must plan to arrive into Louis Armstrong New Orleans International Airport (MSY) by 5:00PM CDT on the first day of their chosen training session wave (as outlined by the above training schedule).

Departure flights should be made after 4:30PM CDT on the last day of their chosen training wave. For example: Training Wave 1, April 12th – 14th – participants must arrive by 5:00PM CDT on Tuesday, April 12th and departing flights must be made after 4:30PM CDT on Thursday, April 14th.

Included for all guests are the following transfers:

- Airport to Hotel Monteleone
- Hotel Monteleone to the NOLA track
- NOLA track to the airport or Hotel Monteleone

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If participants are driving to the event, they should plan to arrive at the Hotel Monteleone by 5:30PM CDT on the first day of the selected wave.

What should you wear?

Welcome Dinner reception at the Hotel Monteleone: Smart casual is encouraged (e.g., khaki pants and collared shirts).

Training Day attire: Shorts/pants are acceptable. You must wear closed toed shoes at the track and we suggest you also consider bringing a hat, sunglasses and sunscreen.

What if I need to cancel my registration?

If after registering you need to cancel your reservation, you must call the JLR Registration Concierge Team at 317-550-1616. The cancellation fee policy is as follows:

- 7 – 14 days prior to event: \$1,500
- 0 – 7 days prior to event: \$3,000
- No Shows will be charged: \$3,000

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Beginning March 7, 2016, registration will be open and your JLR Registration Concierge Team will be available Monday through Friday 9:00AM to 7:00PM EST at 317-550-1616 or jlregistration@fuzionusa.com. On March 7th, 2016 click here to register: <http://training.JLRregistration.com>.

We look forward to seeing you there!

Sincerely,

Tina York
Brand and Product Training Supervisor

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