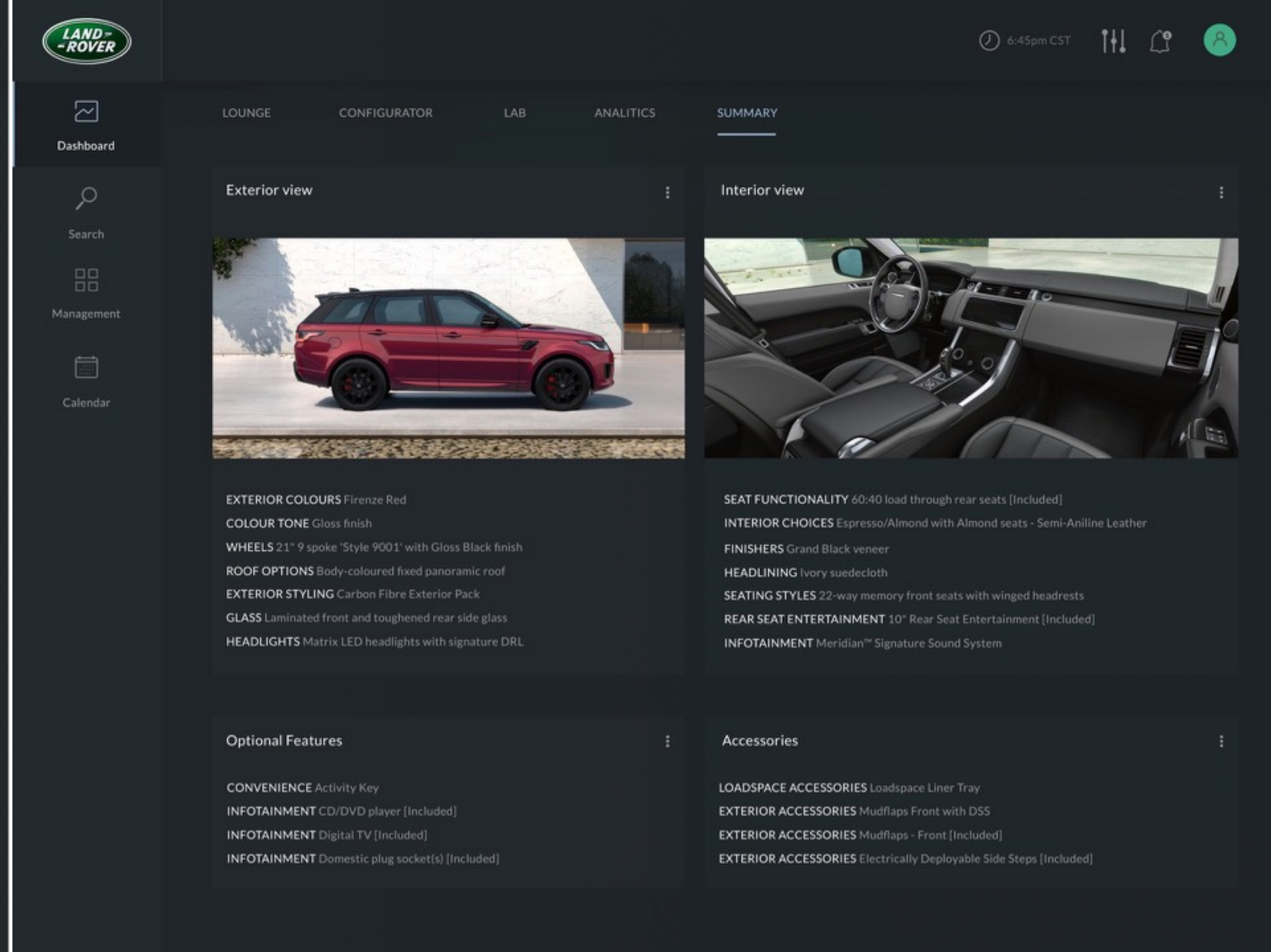
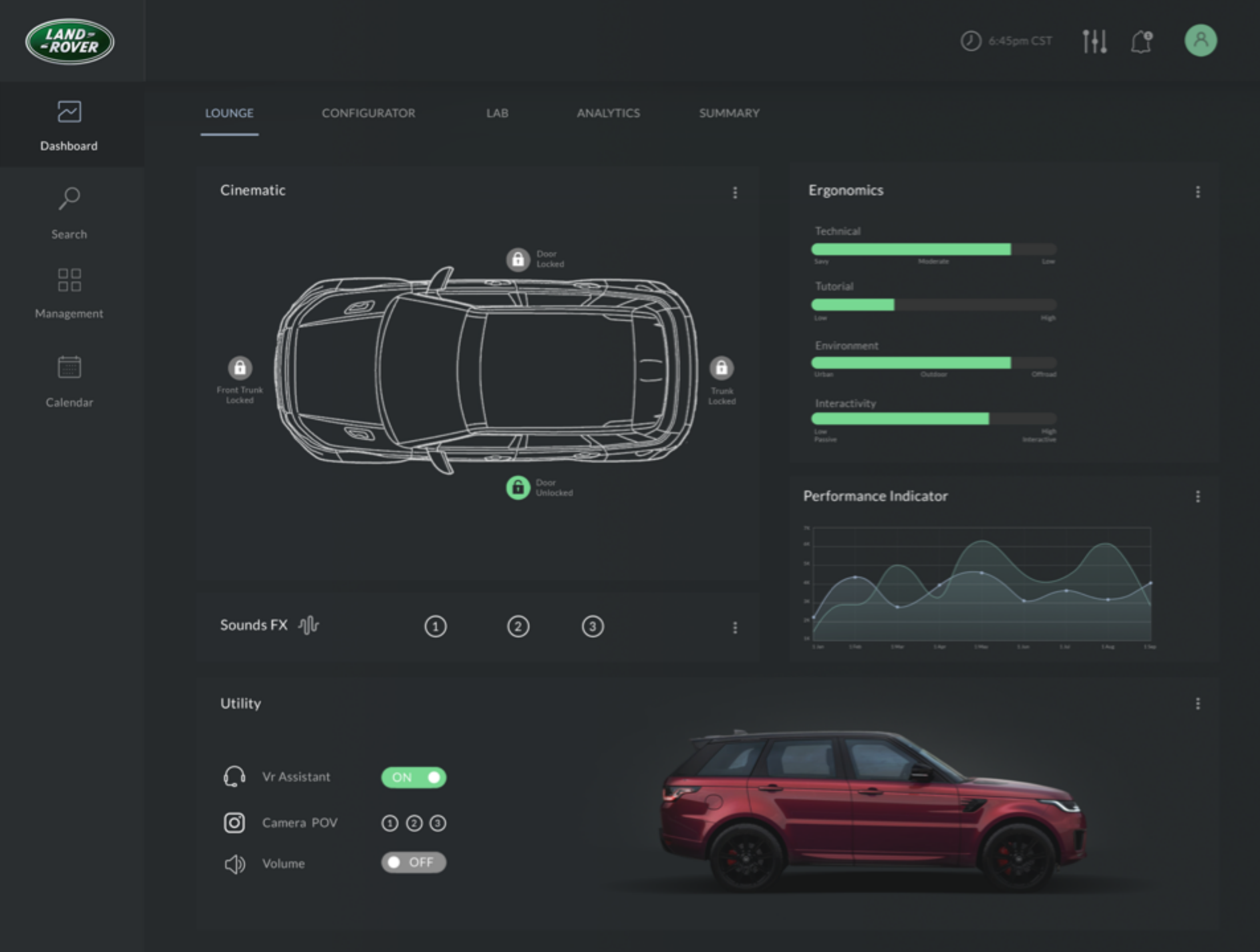


Case Study #7

Jaguar LandRover





The VR car configurator

The challenge

Jaguar Land Rover is an immersive technologies early adopter and wanted to differentiate itself by creating new ways to experience, purchase and own a luxury vehicle.

The Solution

The objective was to build a data-driven enterprise solution that empowers dealerships to provide personalised experiences leveraging a VR car configurator tool. Beyond the consumer-centric view, the platform is an advanced tool that integrates processes to improve staff training, increase sales and incentivise retailers to deliver positive customer experiences.