

AUTOMOTIVE

JLR strikes deal to enhance EV battery performance

May 22, 2024

*The agreement spans several multiple years. Image credit: JLR*

By LUXURY DAILY NEWS SERVICE

British automaker Jaguar Land Rover is pushing forward with a new technological partnership.

The manufacturer has signed a multi-year deal with global green energy and metal company Fortescue to use its battery intelligence software called Elysia to enhance the longevity and performance of EV batteries. Full fleet electrification by 2030 is a major goal in JLR's Reimagine sustainability strategy, with this collaboration potentially making that ideal more attainable.

"Fortescue's technology will provide JLR with even greater access to data analytics, integral as we electrify our entire vehicle portfolio by 2030," said Thomas Mueller, executive director of product engineering at JLR, in a statement.

"As the industry transitions towards electrification, collaborations such as these are paramount, as we look to further enhance the safety, performance and lifetime of our batteries."

Lightning signs

Set to release later this year, the Range Rover Electric will be the first model to utilize the Elysia program.

Going forward, all future JLR EVs will be monitored by the software, said to grant faster charging, "improved reliability" and increased driving range, on top of the benefits related to longevity and general driver safety. Using artificial intelligence, Elysia will be able to identify and solve battery-related issues, as well as optimize performance for second-life applications.

On a mission to decarbonise heavy industry, collaboration is key. That's why we are proud to join forces with @JLR_News, leading the charge in electric-first vehicles. Supplying our cutting-edge Elysia Battery Intelligence tech, we're reshaping the future of EVs.

@elysia_BI pic.twitter.com/7oNcAPs8AN

Fortescue (@FortescueNews) May 21, 2024

"This collaboration showcases the very best of cutting-edge innovation and engineering," said Mark Hutchinson, CEO of

Fortescue, in a statement.

“Through Fortescue’s breakthrough battery intelligence software, JLR will benefit from a new level of access to battery data and a revolutionary way to monitor its products in the real world, ensuring that every product lives up to the brand’s exceptionally high standards,” Mr. Hutchinson said. “The lessons and innovations we have both learned from motorsport are now being applied to the management of battery systems on our roads, unlocking a leading future of EV performance for JLR’s customers.”

JLR is fully embracing sustainable solutions, recently announcing that more than a quarter of its United Kingdom-based electricity will be renewably sourced in the near future, with the first project in this endeavor being completed in 2026 ([see story](#)). The company’s long-term goal is to achieve carbon net zero by 2039.

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