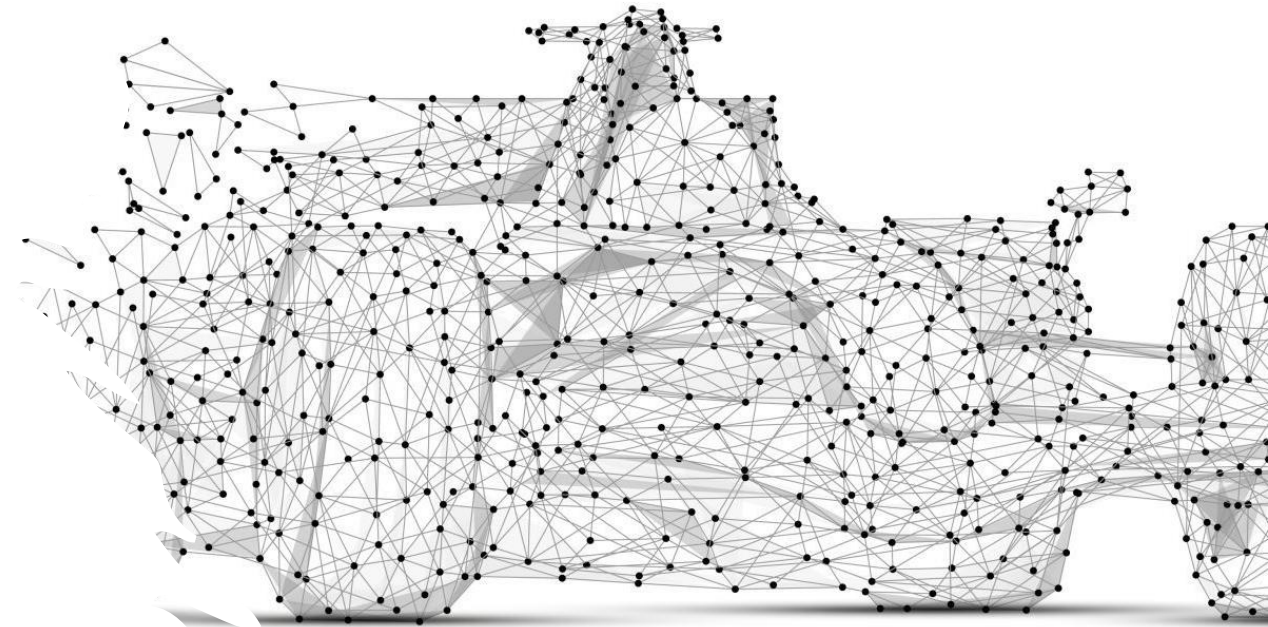


Cross-Cultural Negotiations: Building a Strategic Partnership Jaguar Land Rover (UK) & BYD (China)

Presented by: Director, Jaguar
Land Rover –Oana Stroe

Objective: To establish a
mutually beneficial strategic
partnership between Jaguar
Land Rover and BYD.



- Programme- Business Management
- Module-International Business Communications
- Module code-LCBB6023
- Individual Presentation

About Jaguar Land Rover

- Who We Are
- Jaguar Land Rover is a British luxury vehicle manufacturer headquartered in Coventry.
- Key facts:
- Operates in over 120 countries
- Manufacturer of Jaguar, Range Rover, Defender and Discovery vehicles
- Investing heavily in electric vehicle technology
- Committed to becoming a net-zero carbon business by 2039
- Expanding electrification through its Reimagine Strategy

(Jaguar Land Rover, 2021).

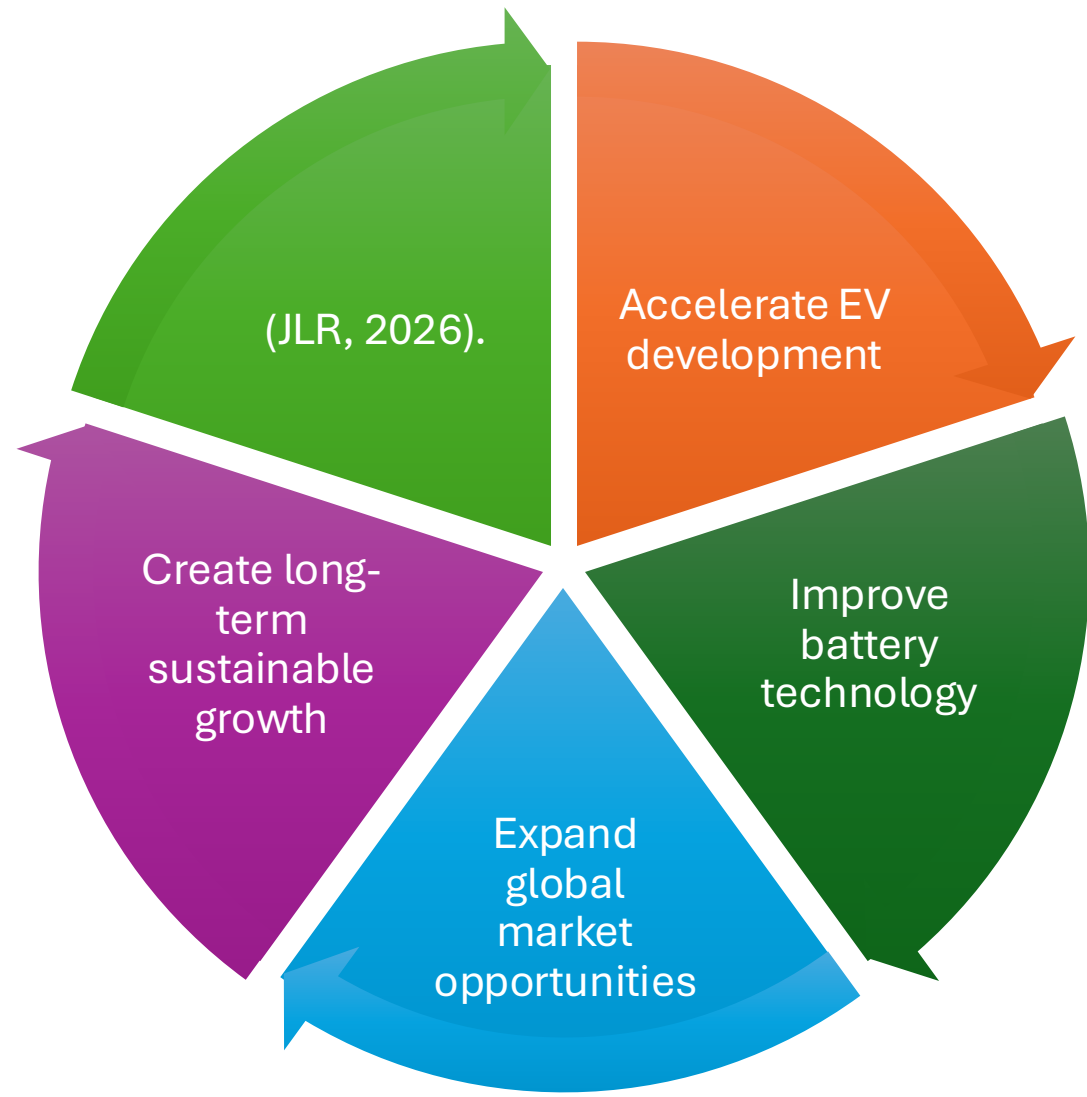


Why We Want to Partner with BYD

- Partnership Opportunity
- BYD is a global leader in:
- Electric vehicle technology
- Battery innovation
- Sustainable transportation



Through this
partnership,
we can



Understanding Cultural Differences Why Culture Matters

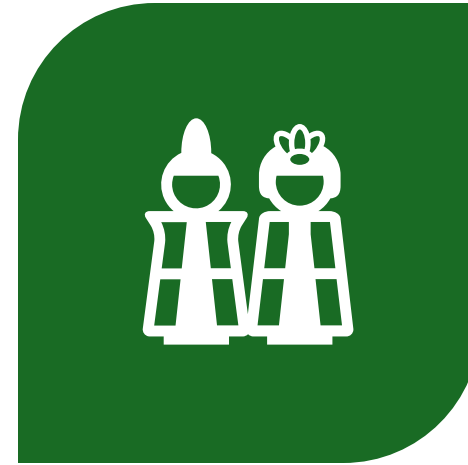
- Business success depends on more than technology and finance.
- Cultural differences influence:
 - Communication
 - Trust-building
 - Decision-making
 - Negotiation styles
 - Relationship management
- Understanding these differences will help both companies build a successful partnership.

(Liu, Lu and Zhan, 2021).

Cultural Challenge 1 – Guanxi (Relationships)



BUILDING TRUST FIRST



IN CHINESE BUSINESS CULTURE,
GUANXI REFERS TO STRONG PERSONAL
AND PROFESSIONAL RELATIONSHIPS.

Our Approach



INVEST TIME IN
RELATIONSHIP
BUILDING



CONDUCT REGULAR
FACE-TO-FACE
MEETINGS



DEMONSTRATE LONG-
TERM COMMITMENT



BUILD TRUST BEFORE
DISCUSSING DETAILED
CONTRACTS



EXPECTED OUTCOME



STRONGER
COOPERATION AND
MUTUAL CONFIDENCE.



(BRENNAN AND
WILSON, 2010).

Cultural Challenge 2 – Communication

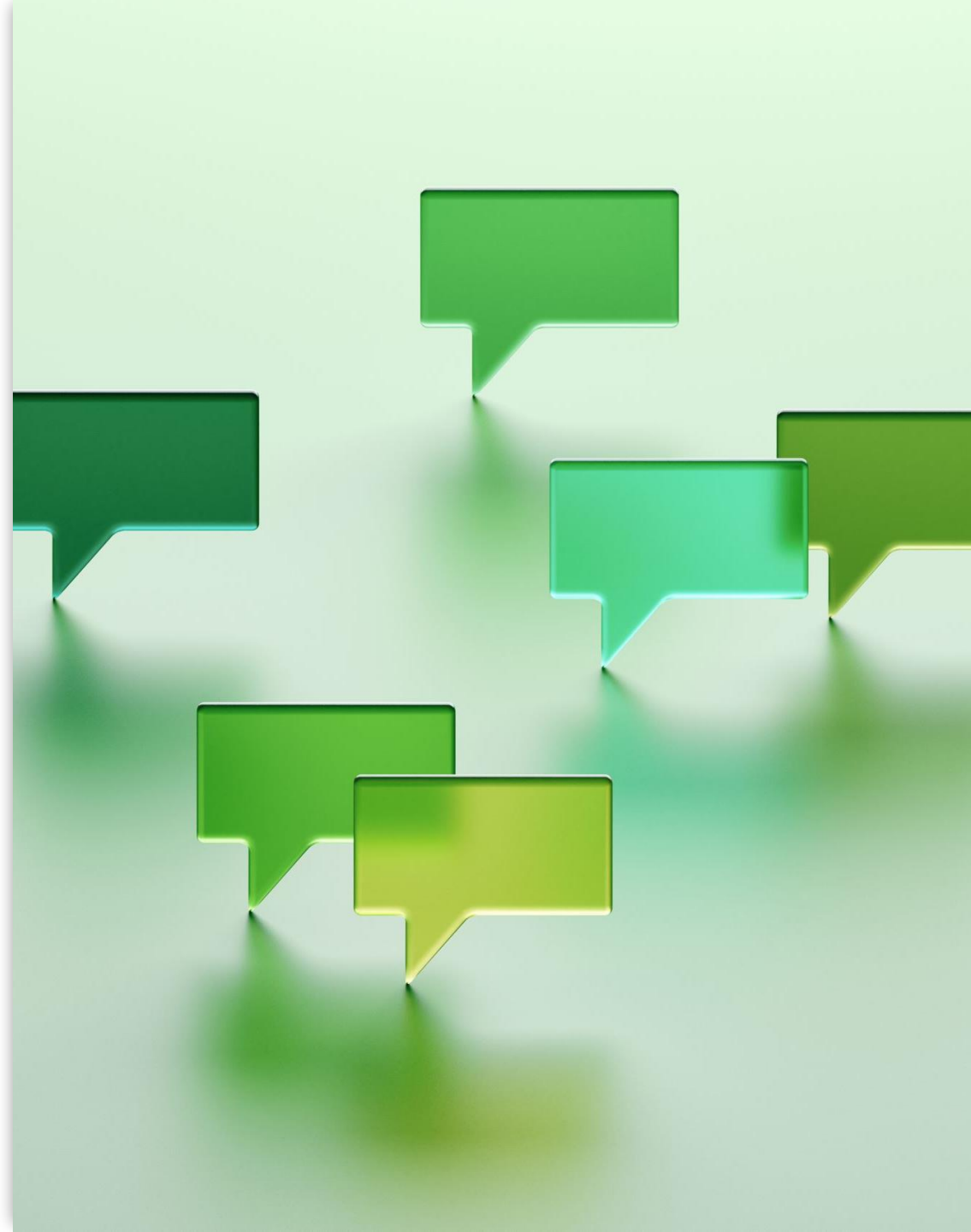
- Adapting Communication Styles

UK Style

- Direct communication
- Focus on facts and efficiency

Chinese Style

- More indirect communication
- Greater emphasis on harmony and respect



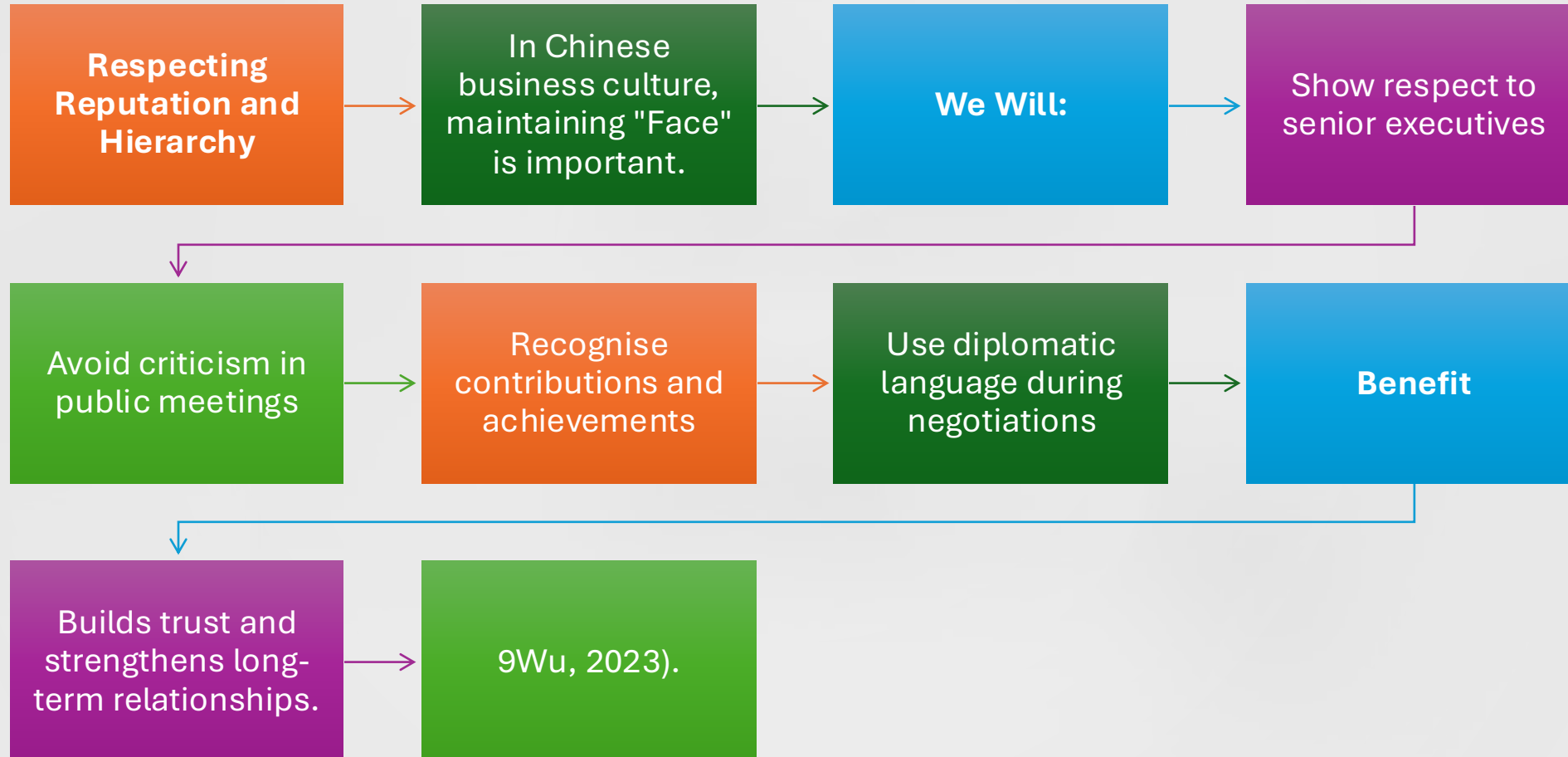
Our Strategy

- Listen actively
- Communicate respectfully
- Avoid public disagreement
- Focus on collaboration

(Liu, Lu and Zhan, 2021) .



Cultural Challenge 3 – Face (Mianzi)



Our Negotiation Strategy

Creating a Win-Win Partnership

- Jaguar Land Rover's strategy is based on:
- Mutual respect
- Shared innovation
- Long-term growth
- Technology exchange
- Sustainable business development

We aim to create value for both organisations rather than focusing solely on short-term gains.

(Spijkman and De Jong, 2023).



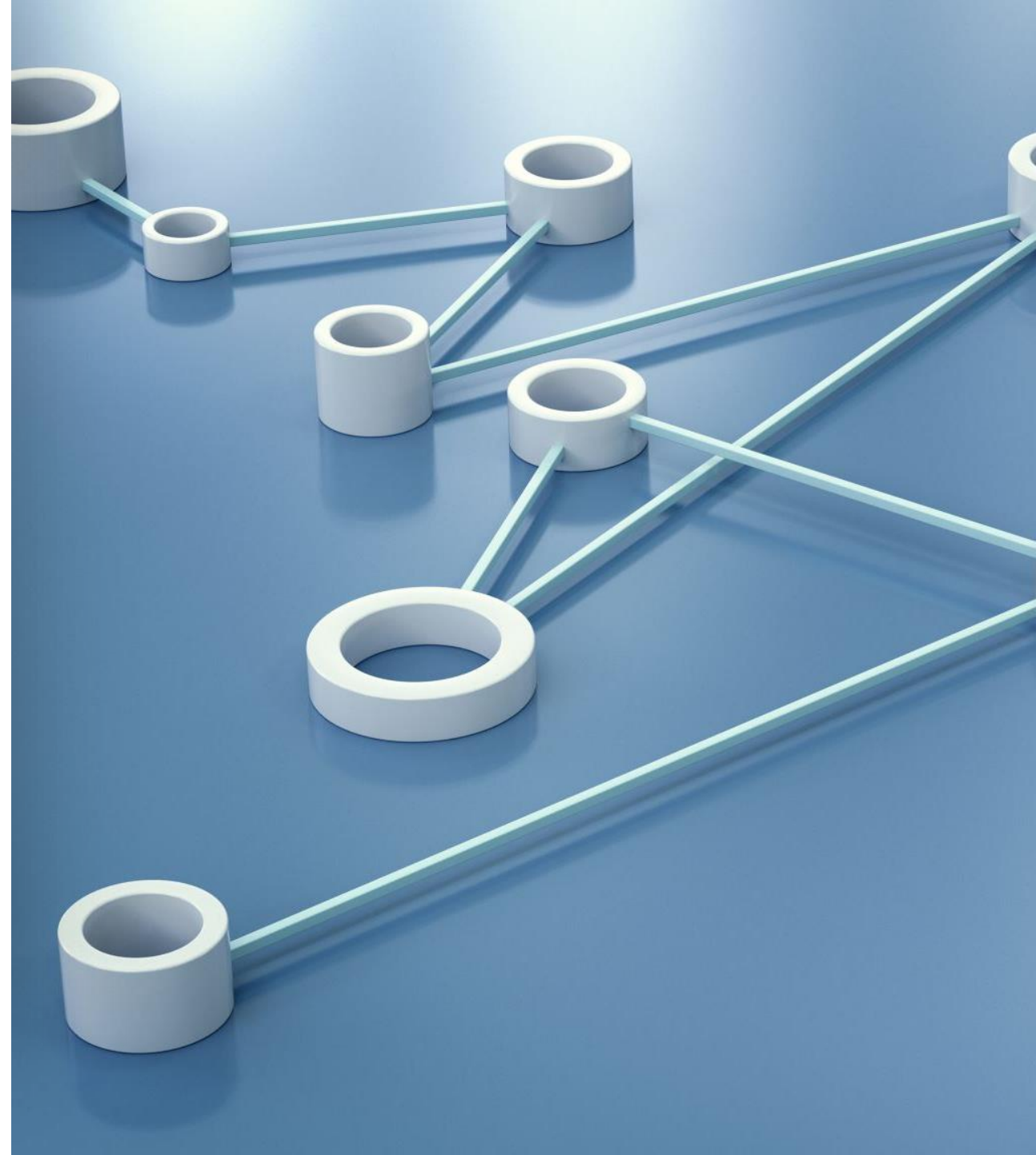
Why BYD Should Partner with Jaguar Land Rover

Benefits for BYD

- Through collaboration with JLR, BYD would gain:
- Access to premium automotive expertise
- Strong UK and European market presence
- Global luxury vehicle brand recognition
- Joint innovation opportunities
- Long-term strategic growth

Together, we can strengthen our position in the global EV market. JLR continues to invest significantly in electrification and future EV technologies.

(JLR, 2023).



Final Proposal

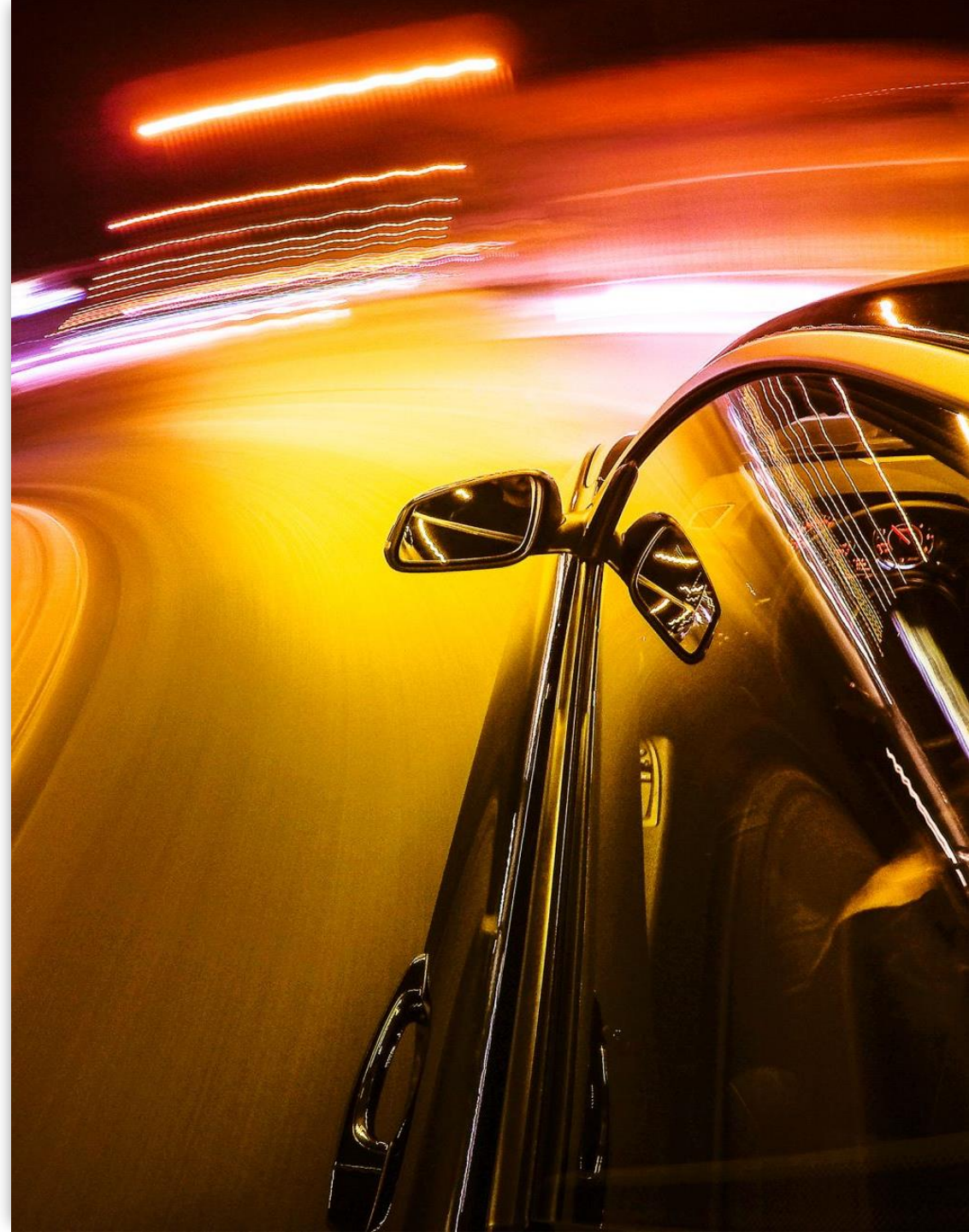
Jaguar Land Rover is committed to building a successful partnership with BYD through:

- ✓ Cultural awareness
- ✓ Respect for Chinese business values
- ✓ Strong relationship building (Guanxi)
- ✓ Respect for Face (Mianzi)
- ✓ Open communication
- ✓ Shared innovation and growth

Final Message

- By combining Jaguar Land Rover's luxury automotive expertise with BYD's advanced EV and battery technology, we can create a mutually beneficial partnership that delivers long-term success for both organisations.

(Lewis, 2018; Hofstede, Hofstede and Minkov, 2010).



References

- Brennan, R. and Wilson, J. (2010) *Understanding the Importance of Guanxi in UK-Chinese Joint Venture Relationships*. Norwich: University of East Anglia.
- Gu, S. (2023) 'Impact of Cross-Cultural Differences on International Business Negotiations and Corresponding Strategies', *International Journal of Frontiers in Sociology*, 5(10), pp. 140–145.
- Hofstede, G., Hofstede, G.J. and Minkov, M. (2010) *Cultures and Organizations: Software of the Mind*. 3rd edn. New York: McGraw-Hill.
- Jaguar Land Rover (2021) *Reimagine Strategy: Reimagining the Future of Modern Luxury by Design*. Available at: [JLR Media Newsroom](#) (Accessed: 23 June 2026).
- Jaguar Land Rover (2023) *Future Energy Lab and Electrification Strategy*. Available at: [JLR Media Newsroom Electrification Update](#) (Accessed: 23 June 2026).

- Jaguar Land Rover (2026) *Path to Double-Digit Revenue Growth Through Greater Propulsion Flexibility*. Available at: [JLR 2026 Strategy Update](#) (Accessed: 23 June 2026).
- Lewis, R.D. (2018) *When Cultures Collide: Leading Across Cultures*. 4th edn. London: Nicholas Brealey Publishing.
- Liu, C., Lu, J. and Zhan, Y. (2021) 'Cultural Differences in Business Negotiations Between China and the UK', *Advances in Social Science, Education and Humanities Research*, pp. 460–464.
- Spijkman, M. and De Jong, M.D.T. (2023) 'Beyond Simplifications: Making Sense of Paradoxical Chinese Values in Chinese-Western Business Negotiations', *International Journal of Business Communication*, 86(1), pp. 60–83.
- Wu, R. (2023) 'The Key to China's Market: Negotiation', *Advances in Economics, Management and Political Sciences*, 18, pp. 55–61.