

Title: Poster Presentation – Marketing Strategy Pitch

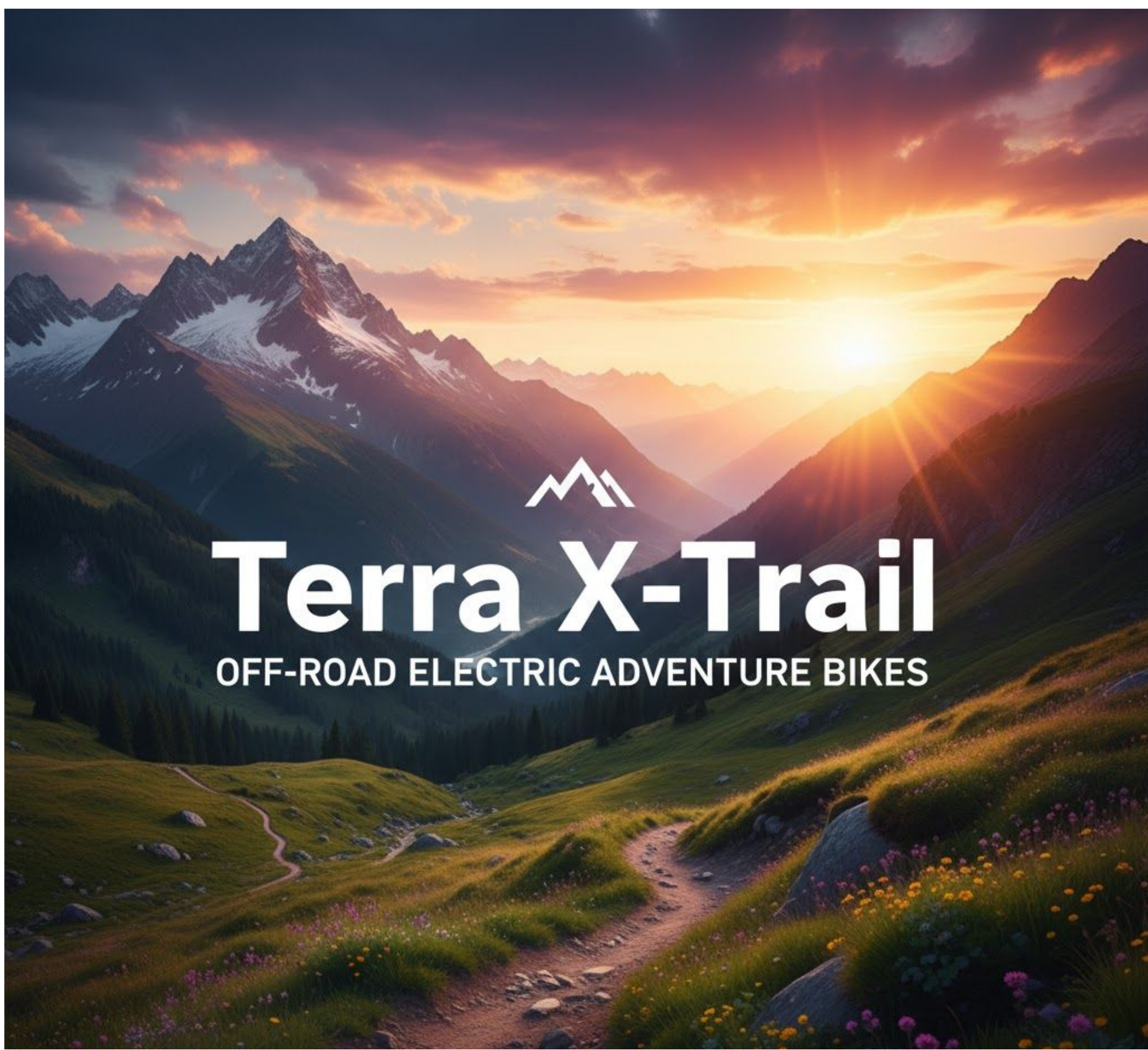
Student Name:
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The Opportunity: Market Dynamics

- Rapid growth in global premium electric bicycle market driven by sustainability-focused consumers.
 - Rising demand for eco-friendly mobility and outdoor recreation solutions.
 - Affluent “Eco-Explorer” customers seek premium, durable and environmentally responsible products.
 - Strong alignment between luxury lifestyle trends and electric adventure mobility.
- (Mordor Intelligence, 2016)

Product Innovation: Terra X-Trail

- Flagship **Terra X-Trail** sets new standards in rugged, high-performance electric adventure bikes.
 - Carbon-fibre chassis and advanced suspension provide superior off-road capability.
 - Automotive-grade quality derived from JLR’s four-wheel drive and all-terrain expertise.
 - Designed for durability, high performance, and sustainable outdoor exploration.
- (JLR Annual Report, 2024)

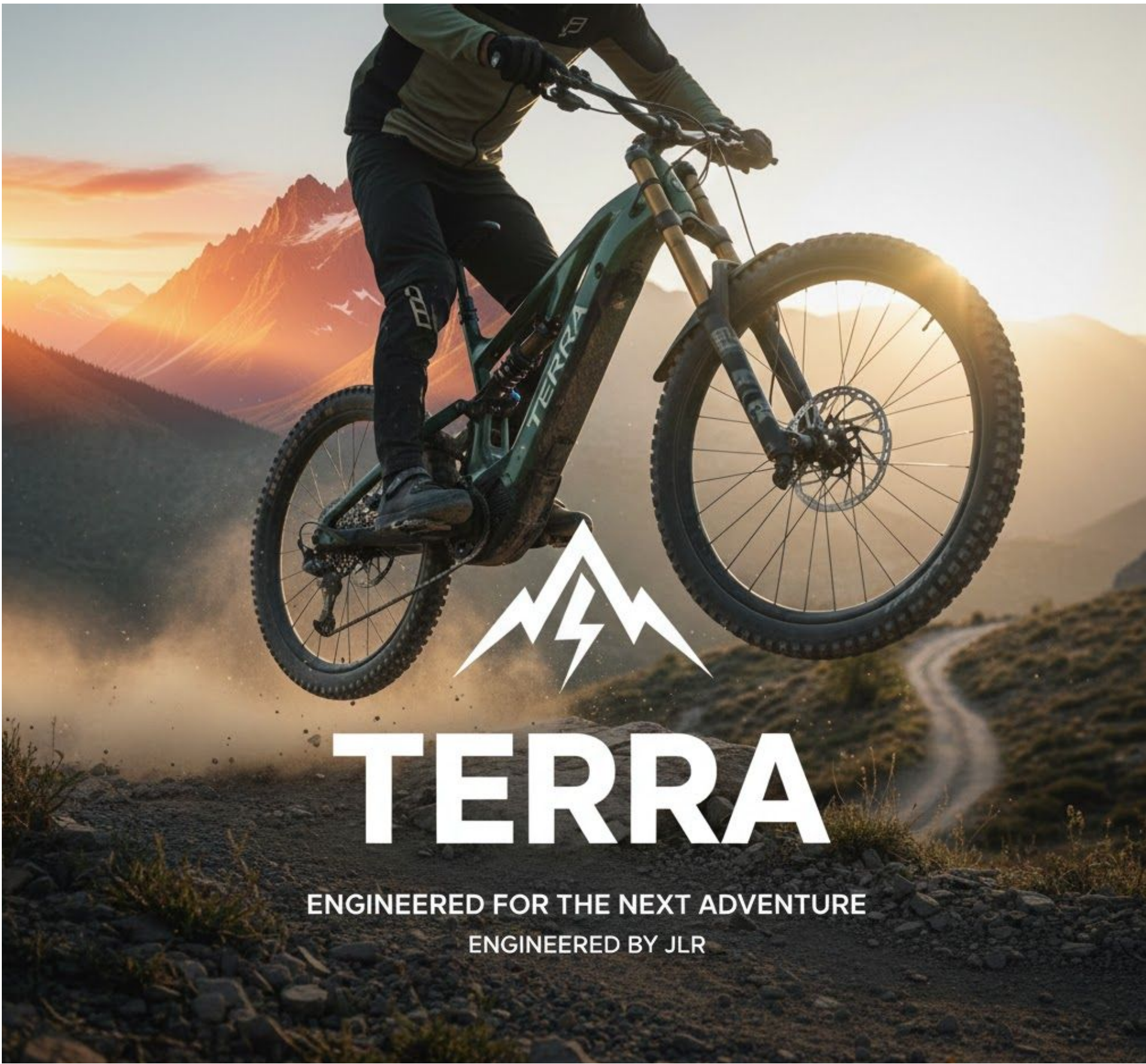


Product Innovation: Terra X-Trail

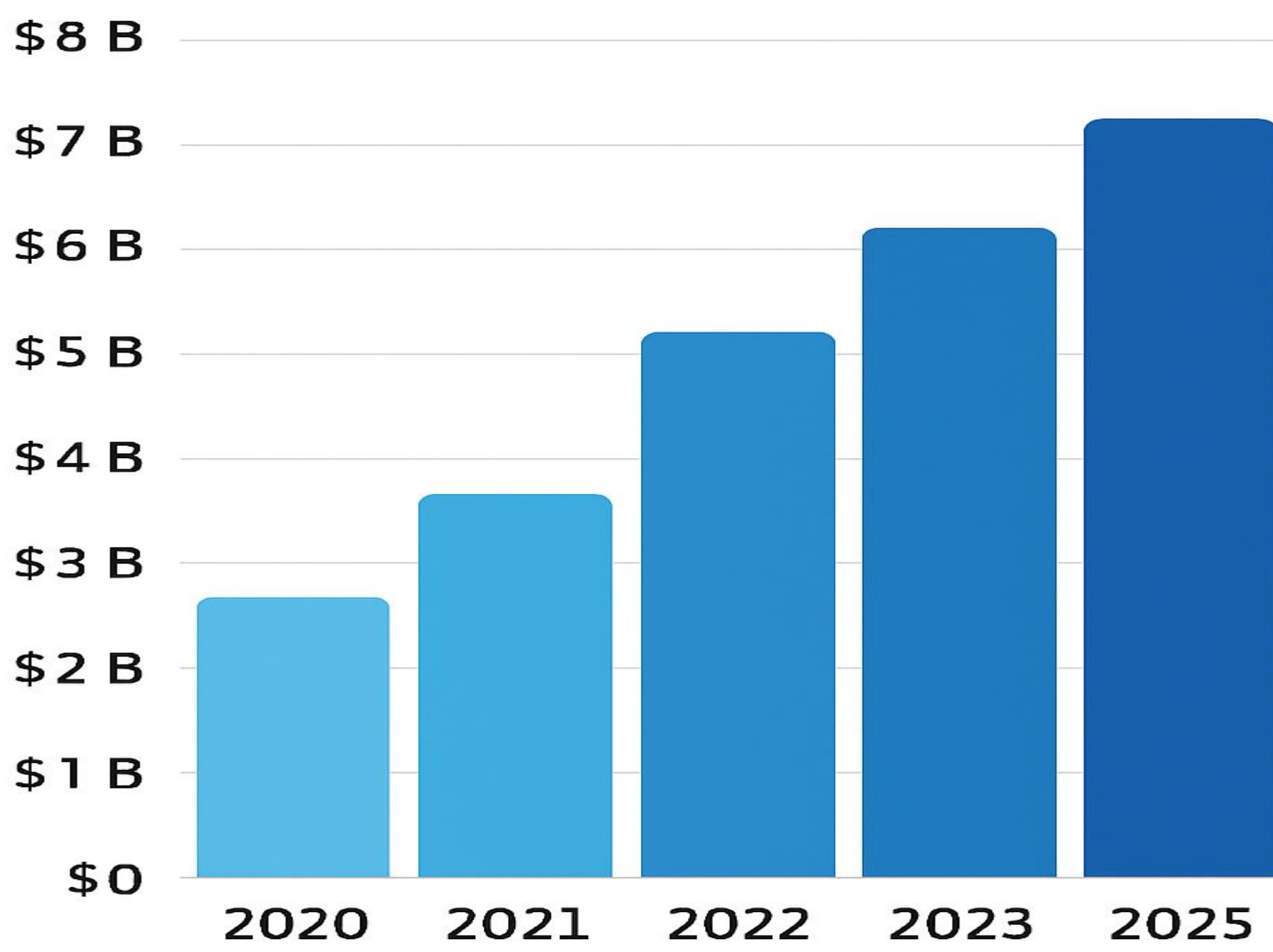
- Jaguar Land Rover introduces **Terra**, a pioneering electric adventure mobility brand.
 - Builds on JLR’s heritage in luxury, off-road engineering, and all-terrain performance.
 - Positions Terra as a premium, technology-driven extension of JLR’s mobility ecosystem.
- (JLR Annual Report, 2024)

Strategic Execution (4Ps)

- **Product:** Premium adventure e-bike with luxury-grade engineering and sustainable design.
 - **Price:** Premium skimming strategy: **USD 8,000–12,000.**
 - **Place:** Selective distribution via Terra flagship stores and exclusive JLR dealerships.
 - **Promotion:** Immersive, cinematic campaigns emphasising *Sustainable Adventure* and Terra brand ethos.
- (Kotler et al., 2019)



Global Premium E-Bike Market Growth Trend (2020–2025)



Projected Returns and Outlook

- Terra strengthens JLR’s innovation and premium mobility portfolio.
- Captures large value potential in the fast-growing high-end electric leisure market.
- Strong long-term opportunity to lead the global electric adventure mobility segment.
- Investment offers access to portfolio growth and emerging lifestyle mobility trends



References

JLR (2024). Annual Report 2024 | JLR Corporate Website. [online] Jlr.com. Available at: <https://www.jlr.com/annual-report-2024> [Accessed 24 Nov. 2025].

Kotler, P., Keller, K.L., Brady, M., Goodman, M. and Hansen, T., 2019. Marketing management (4th European ed.). Harlow: Pearson Education.

Mordor Intelligence (2016). Mordor intelligence. [online] Mordorintelligence.com. Available at: <https://www.mordorintelligence.com/industry-reports/e-bike-market> [Accessed 24 Nov. 2025].