



Student Name: Md Faysal Rahman

Student ID: 2436576

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**Portfolio: Brand Development Strategy for Jaguar Land Rover's New Brand
"Terra"**

Lecturer's Name: Dr. Laila Maazouz

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Introduction

This portfolio provides a detailed brand development and marketing plan of a new brand, Terra, to be introduced by the already existing car manufacturer, Jaguar Land Rover (JLR). The new product category is off-road electric adventure bikes, and the particular product is called Terra X-Trail. This project aims to use the off-road capabilities and high-end engineering heritage of JLR and grow into the growing market of electric mobility and adventure living, responding to shifts in customer behaviour and environmental concerns.

Element 1: Segmentation, Targeting, Differentiation, and Positioning (STDP) Analysis

Introduction and New Brand Concept

Jaguar Land Rover (JLR) is a British multinational motor vehicle production business known due to its ability to deliver luxury, performance and high all-terrain capability. Specifically, Land Rover has established a universal brand image of rugged endurance, off-road prowess and a sense of adventure (Land Rover, 2020). On this platform, the proposed new sub-brand-terra-brings JLR to the new category of an Off-Road Electric Adventure Bike, and launches its flagship product from the range, the Terra X-Trail.

The main concept is to bring JLR know-how in chassis tuning, material engineering and superb electrification into the high-end micro-mobility. Terra represents the idea of Sustainable Adventure: an electrically powered, technologically advanced, high-performance bike for extreme off-road use, zero-emission. It carries the hallmarks attributes of JLR through resilience, capability and sophisticated design to an emerging leisure and lifestyle market that is environmentally conscious and demanding high-power mobility solutions.

Market Appeal and Emerging Trends

The Terra concept fits the three market trends transforming mobility and outdoor consumer behaviour:

Electrification Beyond Automobiles: Electric mobility is not only growing fast far beyond automobiles into micro-mobility and power sports. The e-bike market worldwide is estimated to increase by more than 10 percent CAGR (SkyQuest Technology, 2024), whereas the e-power sports niche is estimated to grow to 8.794 billion by 2035 (Tyagi and Anand, 2024). Customers are also becoming more inclined towards energy efficient and low emission transport whether leisure use or commuting. Terra takes advantage of this change and proposes a high-value, emissions-free mobility service that can be used by adventurous outdoor activities.

Adventure and Wellness Economy Expansion: Adventure tourism, outdoor recreation and wellbeing-based activities are expanding around the world. Consumers are increasingly using money on outdoor equipment that helps improve their ability,

comfort, and experience in the wild (Mordor Intelligence, 2025). This requirement is fulfilled directly by the Terra X-Trail: it has a greater range, higher torque, and less physical effort than conventional mountain bikes, so it can explore the trails longer and more intensively.

Premiumisation and Connected Technology: The premium craftsmanship, integrated technology, and brand prestige is becoming an important factor among the high-income customers (Deloitte, 2024). Terra fulfils this demand with exquisite materials, flawless digital seamlessness, and the inherent trustworthiness of Land Rover engineering heritage. The product conforms to the luxury mobility techniques, which combine performance, sustainability and lifestyle expression patterns.

Segmentation

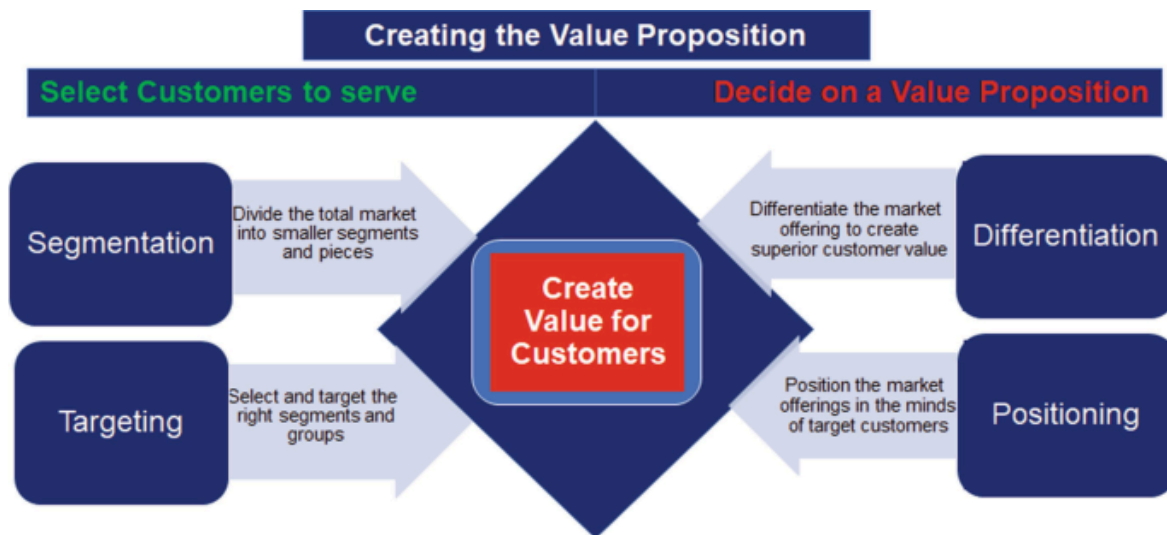


Figure 1: Market Segmentation, Targeting, Differentiation, and Positioning (STDP) Analysis

Relevant customer segments are identified by use of psychographic and behavioural criteria. Three core groups emerge:

Segment	Description	Key Motivations
Trail Performance Enthusiasts	Experienced mountain bikers aged 30–50, high income, tech-savvy and performance-oriented.	Seeking technical superiority, advanced suspension, high torque, and equipment that enables extreme terrain control.

Affluent Eco-Explorers (Target)	Professionals aged 35–60, high disposable income, living near or travelling to nature destinations.	Motivated by sustainability, outdoor wellbeing, low-impact adventure, and premium products signalling status and values.
Urban Utility Riders	Daily commuters and city riders interested in micro-mobility for transport.	Seeking efficiency, practicality, and cost savings; less concerned with off-road capability.

Targeting

The main focus group is the Affluent Eco-Explorer, a segment that is in line with the current customers of JLR. These customers value luxury and eco-friendly products, and they will make significant investments in quality mobility solutions to supplement their outdoor lifestyle (Land Rover, 2020). Terra is an obvious extension of the Land Rover brand ecosystem, which many already possess or would like to possess. This segment specifically is clustered in the affluent areas with effective cycling and trail networks e.g. Western Europe, North America, and Australia.

Differentiation

Terra cuts across the established e-MTB players, including Trek, Specialised, or Giant, by three pillars:

Authentic JLR Off-Road DNA: The company builds on the engineering capabilities of Land Rover to extend lifespan, control on the road and efficiency. This automotive grade ruggedness is a unique value proposal in the e-bike market, with the majority of brands based on the legacy of bicycle cycling, rather than off-road vehicle design (Helmold, 2022).

High-furniture and material innovation: The Terra X-Trail follows a clean, but luxurious design identity following the Range Rover clean modern lines. Carbon-fibre frame architecture, hidden wiring, and smooth finishes achieve a more refined appearance than the rest of e-MTBs (Land Rover, 2020).

State of the Art Technology: Technologies including functional GPS and real-time diagnostics, an anti-theft scheme, and intelligent battery management provide a

measure of connectivity that reflects the current luxury automobile. This appeals to tech-based high-end buyers.

Positioning

Terra is positioned as:

“The final performance of all-terrain capability, built sustainably- engineered by the masters of adventure”.

This position has placed Terra squarely in the Luxury-Performance-Sustainability segment of the e-MTB market. It differentiates itself with mass-market and cycling-style products, providing high-end, lifestyle-oriented mobility products based on automotive-grade engineering and high-end brand equities.

Element 2: Marketing Mix (4Ps) for Terra X-Trail

Terra X-Trail is a high-end electric adventure off-road bicycle, the assessment of which can be approached using the classical 4Ps of the marketing mix: Product, Price, Place and Promotion (Kotler et al, 2019). All these reinforce Terra as the ultimate, all-terrain expression of sustainable capability, based on the long-standing heritage of Jaguar Land Rover of luxury-engineering and sustainable mobility.

1. Product Strategy

The product strategy of the Terra X-Trail focuses on quality that is non-compromising, high quality engineering and style, prestigious design. The distinction of the model has its basis on some core elements that are valued of its electrification and off-road prowess that is directly adopted at Jaguar Land Rover (JLR). Among them, there is a lightweight carbon-fibre chassis, sophisticated battery management designed to work safely even with extreme temperatures, vibration, and rough conditions (JLR, 2024). These technologies make the X-Trail superior to the traditional electric mountain bikes, making it a true adventure-grade vehicle.

The X-Trail has high quality integrated features like long-travel electronic suspension and high-torque engine, which is tuned to respond to steep gradients. These characteristics echo the legacy of all-terrain performance at JLR and guarantees a robust ride that would attract adventure-driven consumers that prioritise trustworthiness and competence (JLR, 2024).

Aesthetically, the Terra X-Trail takes much influence to the high-end philosophy of minimalist design of the JLR luxury car line. The sleek frame, internally mounted battery, smooth cable routing, and polished finish reminiscent of the Range Rover of sophisticated ruggedness, puts the product on a level above the typical e-MTBs and makes it exclusive and craftsman-like (Grand View Research, 2024).

Augmented product will add customer value in the form of 3-year limited warranty, beyond industry benchmark and Terra Adventure Club membership. This premium product promises seal-selected off-road adventures, priority service, and custom treatments, which creates long term satisfaction and brand commitment (Aaker, 1991).

2. Price Strategy

Terra X-Trail uses a Premium Skimming strategy, which depicts the high-performance engineering system, luxury design, and exclusive target market. The X-Trail is positioned in the high end of the electric adventure bikes market, priced between USD 8,000 and 12,000 in retail value. The setting of this price is aimed at high-income Eco-Explorer consumers who relate higher prices to high quality, exclusivity and high social position (Deloitte, 2024).

The premium pricing has multiple strategic purposes: it signals craftsmanship and limited availability, offsets the high cost of development of the carbon-fibre materials and car-grade electronics, and supports Terra as a luxury adventure brand instead of a mass market competitor. Pricing is also a psychological indicator of the perception of high-quality performance and belonging to the segment of the elite lifestyle category (Kotler et al., 2020).

JLR Financial Services will offer flexible financing, specific to the wealthy purchasers, to be able to promote accessibility without undermining brand prestige. Moreover, special editions in personalised colourways or unique materials will be launched at the higher end of the price banding, generating early market buzz and increasing the sense of scarcity (JLR, 2024).

3. Place (Distribution) Strategy

The distribution plan of the Terra X-Trail is selective and integrated, so that the customer experience is in accordance with the premium identity of the brand. Terra will use a hybrid distribution model such that quality and customer touchpoints are closely controlled.

To begin with, there will be a Direct-to-Consumer (D2C) digital platform that will accommodate personalised setup, online buying and direct interaction. This strategy captures well-off, digitally assured consumers and allows Terra to gather useful behavioural insights to use later in personalisation efforts (Velosurance, 2024).

Second, selective placement in high-end JLR dealerships will increase Terra coverage among the current luxury customers. The X-Trail will be positioned on special showrooms within flagship dealerships in the high-income regions like Mayfair (London)

and Beverly Hills (California). It supports the brand as a luxury model and makes cross-selling to existing JLR vehicle owners possible (Velosurance, 2024).

Third, Terra will launch a minor amount of Terra Experience Centres in popular outdoor resort locations such as Whistler (Canada) and Boulder (Colorado). These full-line stores will have directed test rides, demonstrations and physical retail experiences that enhance emotional connexion with the brand, and its adventurous spirit.

4. Promotion Strategy

The Terra X-Trail's promotional strategy focuses on experiential marketing, cinematic storytelling and influential advocacy. Experiential marketing serves as the core of Terra's approach, with exclusive invitation-only *X-Trail Adventure Drives* hosted in iconic scenic locations. These curated events offer prospective buyers a high-engagement, emotionally resonant trial experience, consistent with luxury branding practices that prioritise immersive experiences over traditional advertising (Winter, 2025).

A strong digital content strategy complements these experiences. Terra will produce cinematic visual storytelling—featuring the X-Trail navigating dramatic landscapes—to highlight performance, sustainability and the spirit of exploration (Kotler et al., 2019). Content will be distributed across premium digital channels, luxury lifestyle platforms and adventure-focused media.

Public relations will further reinforce Terra's credibility. Securing coverage in elite outlets such as *WIRED*, *GQ* and *Bicycling Magazine*, along with endorsements from respected outdoor athletes and environmental advocates, will help position Terra as a premium, aspirational brand within the adventure mobility market (Creative Brief, 2025).

Element 3: Marketing Strategy Pitch

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Title: Marketing Strategy Pitch—X-Trail of JLR

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 (Mordor Intelligence, 2016).
- Affluent "Eco-Explorer" customers seek premium, durable and environmentally responsible products.
- Strong alignment between luxury lifestyle trends and electric adventure mobility.

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.

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

Year	Market Size (\$B)
2020	2.8
2021	3.8
2022	5.2
2023	6.2
2025	7.5

Strategic Execution (4Ps)

- Kotler et al., (2019) proposed 4P's of marketing out of which the product and price strategy of X-Trail have been highlighted:
- Product:** Premium adventure e-bike with luxury-grade engineering and sustainable design.
- Price:** Premium skimming strategy: USD 8,000–12,000.

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.

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





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The Opportunity: Market Dynamics

Premium electric bicycle market grows fast as Mrs. consumer demand on sustainability in mobility and outdoor recreation rises (Mordor Intelligence, 2016). This is a powerful luxury, high-performance brand extension targeting the Affluent Eco-Explorer-customers who are sensitive to high-quality products which are environmentally conscious.

The New Brand: Terra

Jaguar Land Rover (JLR) is launching Terra, a new brand that will be the pioneer of electric adventure bikes. As JLR has a history of engineering all-terrain vehicles along with luxury design, Terra introduces automotive-grade design and drive to the e-bike market.

Product Innovation: Terra X-Trail

1. Terra X-Trail flagship model defines a new era of the rugged and premium adventure mobility. It has better off-road capability and better durability due to its advanced suspension technology and carbon-fibre construction, based on the off-road experience of JLR.

Pricing Strategy Strategic

As per the idea of Kotler et al., (2019), it entails Premium Skimming pricing (USD 8,000-12,000), exclusive selling via flagships stores and select JLR dealerships, and promotion based on immersive, cinematic experience that conveys the Terra ethos of Sustainable Adventure (Kotler et al., 2019).

Projected Returns and Outlook

This portfolio enhances the portfolio of JLR and makes Terra claim into the large value in the premium electric leisure market, which is exploding. Investing in Terra is a share in portfolio growth and leadership in the fast-changing electric leisure industry.

Element 4: Reflection

1. Description

This reflection will appraise my experience in creating the Terra brand and presenting the marketing strategy pitch as a part of the marketing portfolio assignment. The assignment entailed utilizing branding theory, the study of the analysis of strategic decisions, and marketing mix to develop a viable brand extension of Jaguar Land Rover to the high-quality market of the electric adventure bike. One of the major elements in this process was Element 3, marketing strategy pitch that involved me clearly presenting the Terra value proposition, strategic rationale and commercial viability in short period of time.

2. Feelings

I was sure that I could apply theoretical marketing models at the beginning of the project, but I was not sure how to transfer the Jaguar Land Rover automotive legacy into a valid micro-mobility concept. Some of the pressure arising during the pitch preparation process included time limitations and the necessity to be creative and realistic at the same time. But, after finishing the pitch, I had the feeling of great success since the concept of Terra successfully intertwined the idea of sustainability, adventure, and high-end positioning into a logical brand story.

3. Evaluation

The practice was effective in enabling me to combine theory and practice. The brand Terra development helped me to learn more about the concept of strategic coherence in STDP, value propositions, and the marketing mix. Element 3, which is the pitch of the marketing strategy, was effective in helping me to have a stronger command of making a strategic idea sound convincing not to just explain the strategy but also explain why this strategy actually made sense commercially. Nonetheless, there were time management and visual simplification of complex technical characteristics weaknesses, which had a slight negative effect on the effectiveness of the premium brand story.

4. Analysis

My learning was based on the marketing strategy pitch. It involved me condensing a lot of research on the market trends, customer behaviour and competitor positioning into a clear and short story. This practice enhanced more important marketing abilities, such as the ability to tell important stories strategically, justify decisions with data, and communicate persuasively. The theory of branding holds that good brand extensions rely on the perceptions of fit and credibility which further justified the need to establish a strong engineering potential with which Terra could be closely associated with the engineering strength of JLR. The lack of visual analysis when describing technical information mean that I had a shortage of skills in design communication, which is essential in high-end marketing situations where visual comprehension strengthens perceived value.

5. Conclusion

The project has in general contributed greatly to my strategic thinking and presentation skills. I have become confident about the development and presentation of an integrated marketing plan based on theory and market data. Nevertheless, the experience also showed the personal developmental areas, especially in visual communication, project organization and project feasibility and creativity analysis. I will fill such gaps to enhance my future marketing and brand strategy work.

6. Action Plan

Area for Improvement	Identified Issue	Planned Action	Expected Outcome
Visual communication skills	Difficulty presenting technical features clearly and attractively	Practise data visualisation tools and analyse pitch designs used by leading consultancy firms	Clearer, more impactful premium presentations

Narrative structure	Storyline developed reactively under time pressure	Create a storyboard at the start of each project	Stronger logical flow and clearer messaging
Balancing creativity and feasibility	Risk of ideas appearing unrealistic	Use cost–benefit analysis and competitor benchmarking	More commercially viable brand concepts
Time management	Limited time to refine insights for the pitch	Set internal milestones and prioritise key insights early	Improved efficiency and reduced pressure

Conclusion

This brand development portfolio is based on an extension of the Terra, off-road electric adventure bikes brand, which is strategically aligned to Jaguar Land Rover (JLR). The plan targets the Affluent Eco-Explorer subdivision that relies on JLR luxury engineering and all-terrain performance inherited to enter the booming market of electric leisure mobility. The Terra X-Trail has been sold as a premium sustainability oriented product through the help of the skimming pricing strategy, selective dealership distribution and experience promotion services. Its combination protects the brand equity of JLR and maximises the profits and gives the opportunity to diversify portfolio. Overall, the project integrates the findings of research into a coherent, unique and commercially strong brand proposal.

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