

JAGUAR LAND ROVER

ANTWERP BESPOKE STUDIO
WAY OF WORKING

RETAILER GUIDELINES AND
PROCESS DOCUMENT

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INTRODUCTION

The Antwerp Bespoke Studio was designed in collaboration with Range Rover ambassador Piet Boon. Studio Piet Boon is renowned for its refined and timeless interiors. Piet Boon’s vision of design, materiality and minimalist luxury is reflected in every detail of the space, creating a seamless synergy with the exclusive character of Range Rover.

This document is designed to give all the information you require to qualify an SV Bespoke client, alongside the relevant process documentation and the available support of the Benelux Bespoke team.

You can **contact** the Benelux Bespoke team for queries or organise client visits to the Antwerp Bespoke Studio by using the **AskJLR** system via the JLR Gateway, more specifically through the following way:

CATEGORY

- SV Bespoke

SUB-CATEGORY

- Visit Antwerp Bespoke studio
- SV Bespoke order
- SV Bespoke product

SV Bespoke offers an exclusive limited opportunity to those clients wishing to customise and personalise their vehicle.



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WHAT IS BESPOKE?

We give clients the ability to work with our team to create a completely tailored service in our Antwerp Bespoke Studio

We endeavour to create a truly personal experience, as we immerse the client into our creative process.

To qualify, multiple design changes are required:

- Clients looking for Bespoke paint
- Interior customisation
- Vehicle personalisation

This service is not fully marketed, allowing us to capture the most discerning audience via a more personal service. A service that typically focuses on **colour** and **material** changes to the vehicle **that cannot be configured on the global website**.

Clients will have access to **over 230 Bespoke paint samples**. They will also have the ability to configure an almost limitless number of interior options. We provide the client with the option to customise **treadplates** and **seat embroidery** with their own designs, giving them a truly unique vehicle.

Currently, SV Bespoke is concentrating on the following products:

- Range Rover SV (LWB)
- Range Rover Autobiography (LWB)
- Range Rover Sport SV
- Range Rover Sport Autobiography



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COMPELLING ARGUMENTS TO CONSIDER AN SV BESPOKE PRODUCT?



EXPERIENCE PACKAGES

DISCOVER ANTWERP

In addition to visiting the Antwerp Bespoke Studio, it is definitely worth extending your trip to **explore the city**. Our Experience Packages offer you the opportunity to enjoy a **complete experience**.

To give an idea of what a curated experience might entail, we offer **tailored circles – silver and gold**. On the next page, you will find examples of what the silver and gold circles may look like. However, if the customer wishes to put together a **fully customised trip – platinum** – our Discover Antwerp brochure can help.

The different circles go as follows:

- SILVER ~ rates from € 1000-1500*
- GOLD ~ rates from € 1600-2300*
- PLATINUM ~ rates depending on client needs

Please **contact our Bespoke Liaison Officer**, who will work closely with our hospitality partners, who have the supporting role to:

- Manage logistics such as reservations and confirmations once the retailer has aligned with the client.
- Ensure smooth client flow from arrival (airport/train) to hotel, restaurants, studio visit, and additional activities.
- Provide curated recommendations aligned with the Antwerp Bespoke Experience Packages
- Centralise communication with partners, while keeping the retailer updated at every step.
- Manage all hospitality elements on behalf of the retailer, ensuring consistency and efficiency throughout the client journey.

*rates may vary depending on the season – availability on request





SILVER CIRCLE - EXAMPLE

HOTEL: 1 night @ August Hotel ⁽¹⁾

RESTAURANT: Nathan* ⁽²⁾

EXPLORE

- ABS Tour & Curation
- Range Rover Chauffeur Service

RATE : € 1000 – 1500 ⁽³⁾

⁽¹⁾ Superior Room (2 pax) during weekday / ⁽²⁾ 6 course menu incl. wine for 2 pax/
⁽³⁾ depending season – availability on request



GOLDEN CIRCLE - EXAMPLE

HOTEL : 1 night @ Botanic Sanctuary Antwerp ⁽¹⁾

RESTAURANT: Fine Fleur* ⁽²⁾

EXPLORE

- ABS Tour & Curation
- Range Rover Chauffeur Service

RATE: € 1600 – 2300 ⁽³⁾

(1) Deluxe Room (2 pax) during weekday / (2) 6 course menu incl. wine for 2 pax / (3) depending season – availability on request



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CHARACTERISTICS OF A CLIENT

The below profile is based on Range Rover clients and could aid with recognizing the context of our high-end clients. It **remains generalistic** and the commercial- intellect of our sale teams should always prevail.

- Passion for customisation and value being part of the process just as much as the final product.
- Seekers of authenticity/quality.
- Discerning high net worth clients who are motivated by a desire to have something different.
- Driven by the high standards they set for themselves.
- Determined to shape and control their world, rather than be shaped by it



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APPOINTMENT PROCESS

Once you are confident that your client would like to attend the Bespoke Studio and you have qualified their intentions, we would ask you to formally put in a request in AskJLR. Your request will then be directed to the Benelux Bespoke Team.

In order to optimise the client experience in the Bespoke Design Studio **it is important to have relevant information to prepare the visit.** Therefore, we organise an intake with the retailer who has knowledge of the customer and is the lead owner. This intake will include history, current car, interests, including personal information to be able to contact the client and create engagement.

The final step is making an appointment with the customer for a visit. The arrangement of the appointment should be communicated between customer and retailer, then confirmed by the Bespoke Liaison officer. As a rule, we expect the retailer to accompany the customer during the visit. Please note that a visit generally takes **3-4 hours**, including a small tour of the facility here at the Bespoke Studio.

If the client desires, we can organise **smaller catering in-house.** Please ensure we are aware of any food allergies and dietary requirements so that we can prepare appropriate food depending on the time of the appointment – breakfast, brunch or lunch. If the client wishes to eat out, we can recommend certain restaurants. However, this cost is up to the client, with or without guidance from the retailer

Additionally, if the customer wishes to stay longer, we can offer **overnight stays** at advantageous rates in hotels in Antwerp, whether or not linked to visits in and around Antwerp. Please note that the final cost is to be paid on arrival by the client. Communicate clearly with the customer in advance if this is desired so that we can arrange everything on time.



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AIRPORT AND TRAIN COLLECTIONS

In some cases we are able to offer collections from local train stations and local airports such as Zaventem/ Brussels Airport. However, it is preferred the retailer collects and accompanies the client during the whole process, including the drive to our facility.

To create a more familiar feeling between the customer and Bespoke Liaison Officer, we strongly recommend accompanying the customer during the visit, which will only promote and facilitate the configuration process and thus a possible sale.

Please ensure that, if your client requires collecting from a nearby station, that you communicate the information clearly to the Bespoke Liaison Officer.

Please note that all additional costs linked to this service are at the retailer's expense.



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POST APPOINTMENT

Due to the unique nature of the Bespoke commission, for every client we require up to three weeks to produce the unique design renders.

This information will be clearly communicated during the commission to the client to ensure we manage expectations. We want to ensure we offer a complete and tailored design opportunity to give clients the added value they deserve.

Following a client's commission a PDF of their design and pricing will be produced and sent directly to you to provide to them, unless otherwise directed.



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CLIENT CONTACT AND ENGAGEMENT

Our Bespoke Liaison Officer may contact your client during the SV Bespoke process to ensure that they are happy with the designs they receive.

This ensures queries can be answered by our team directly and the process is therefore not unnecessarily elongated. If you would prefer us to work directly with you on this, please let us know.

We ask that the retailer takes responsibility for the majority of communications relating to a client vehicle purchase, however, the team here are on hand to inform you of where the client vehicle is in the process at any point. The retailer will always be included (copied) in client communication.



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PRODUCT ALLOCATION AND ORDERING IN VISTA

We are designed to be a service to the retailer network and we therefore do not transact any sales at the Antwerp Bespoke Studio.

The product order must still go through the retailer site via VISTA. We will advise you on the **most appropriate vehicle specification** (donor vehicle) to order based on the changes required following the client commission.

It is the retailer's responsibility to ensure the vehicle is ordered correctly on VISTA and be aware of your vehicle allocation and timings. Please speak to our Bespoke Liaison Officer for guidance and advice if unsure.

It is important that the vehicle order is in the holding pool on VISTA and not confirmed prior to the client appointment. This will need to be processed after the Bespoke pricing* has been agreed. This is to ensure the team have enough time to order the unique parts prior to the vehicle build date. If this is not adhered to then it could delay your client's vehicle further or be built incorrectly.

However, we can facilitate the process and get back to you faster with targeted price indications because of the presence of our Bespoke Liaison Officer - the direct link to UK, in our own organisation.



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BESPOKE LEAD TIMES

Once the sale is agreed and, following the guidance from our team, the order is placed, VISTA will automatically show you the standard Retailer delivery date estimate.

Where possible, SV Bespoke complete Bespoke vehicles within the normal product delivery timings that are communicated via VISTA.

Due to the build process, there are some instances where this is not possible. In these instances, our Bespoke Liaison Office will contact you to let you know the new predicted delivery date.



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CLIENT HANDOVERS

As the Retailer, the vehicle will still be delivered to yourselves for client sale upon completion.

One can also, if required, have the car delivered to the customer's desired location. **Still, a quality check should be carried out by and at the retailer before each handover.**

Sometimes we may be able to ascertain if this service is required at the commission appointment, however a client may not have decided at that point.

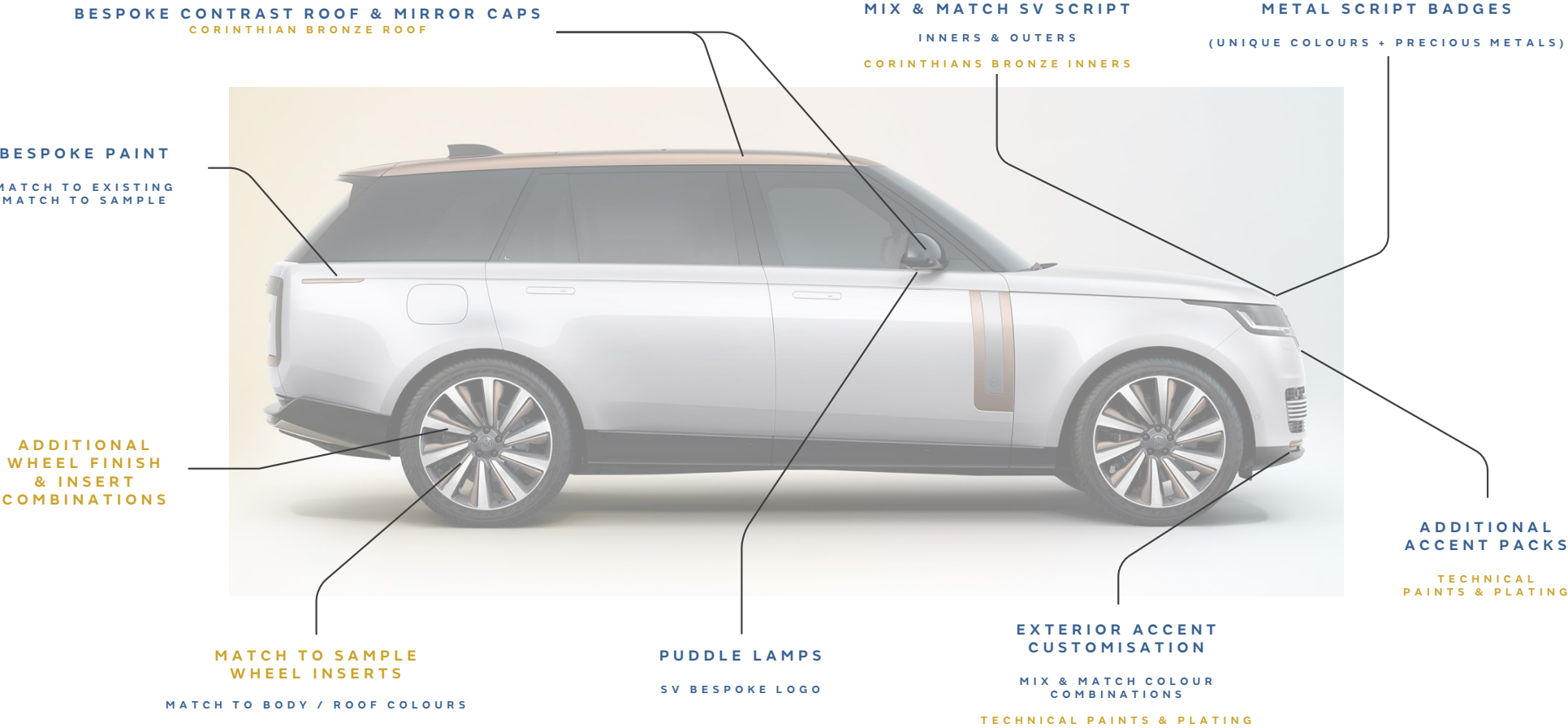
Please ensure you offer both options to them once you have been given the completion date by the team. It is the Retailer's role to amend VISTA to show the appropriate vehicle handover destination and make the Bespoke team aware of client requirements.

Each Bespoke vehicle is given a Certificate of Authenticity and should be presented to the client at the time of handover.



OPPORTUNITIES

BESPOKE EXTERIOR OPPORTUNITIES

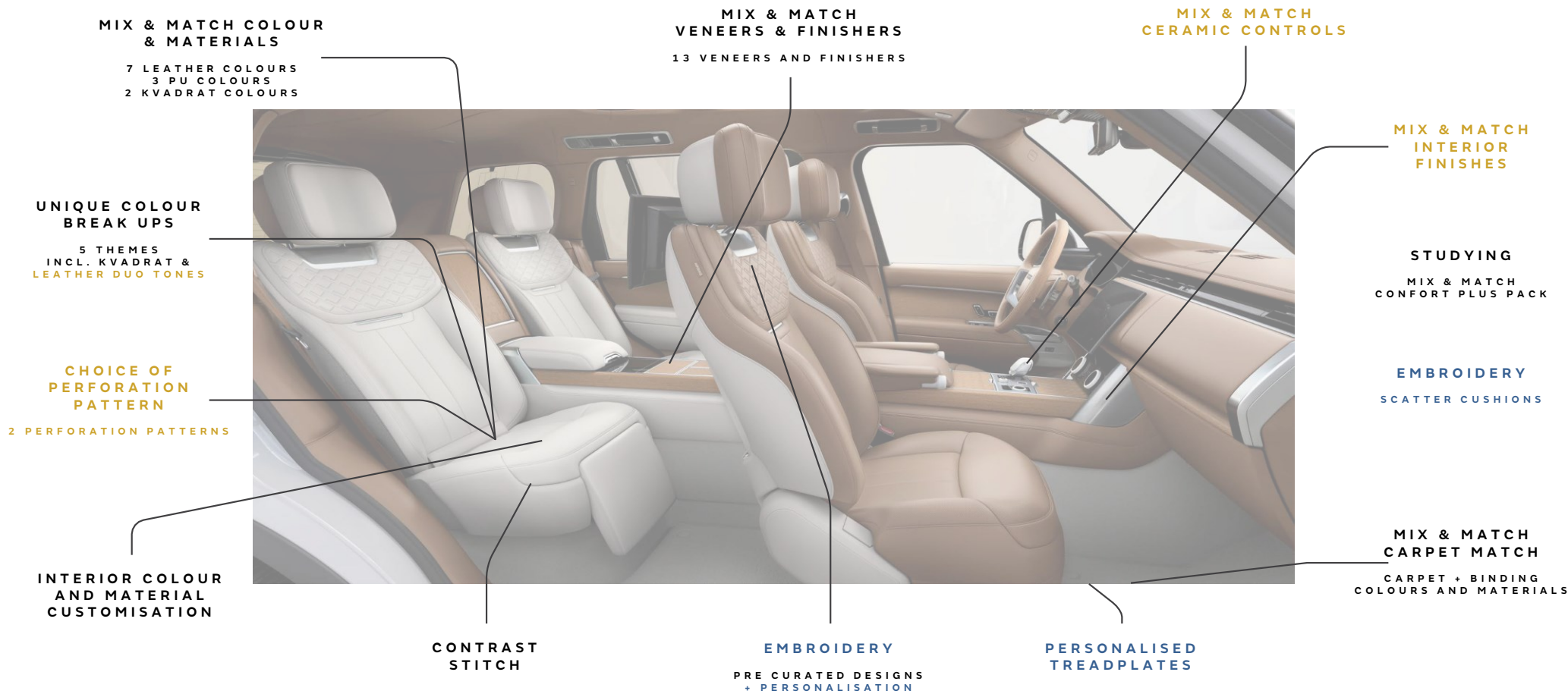


*CUSTOMISATION

*EXCLUSIVE TO SV

OPPORTUNITIES

BESPOKE INTERIOR OPPORTUNITIES



*CUSTOMISATION

*EXCLUSIVE TO SV

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CLIENT ENQUIRY AND ORDERING PROCESS

**Retailer allocation slot must be available

CONTACT PROCESS	RESPONSIBILITY	TIMELINE
Retailer qualified lead Enquiry received via AskJLR for the next steps.	Retailer	N/A
Visit intake – Contact is made with retailer More information requested to gain a full understanding of the client’s requirements and to build a client profile.	SV Bespoke	2 business days
Client acknowledgement – A visit to the Antwerp Bespoke Studio is confirmed and organised by the Bespoke Liaison Officer with the client or retailer.	SV Bespoke / Client / Retailer	2 business days
Commissioning process.	SV Bespoke	1 day
Design team to create personalised images and complete client pack.	SV Bespoke	4 weeks from appointment (or enquiry email if no appointment is needed)
Quotation (for SV Bespoke parts only) and design pack sent to retailer.	SV Bespoke	3 weeks from appointment (or enquiry email if no appointment is needed)
Retailer to add Bespoke design and pricing to overall client finance pack and send to the client.	Retailer	1 day
Client requests changes to design.	Client / SV Bespoke	ASAP
Amends completed and sent back to client for approval.	SV Bespoke	3-5 days
Client confirms vehicle specification with retailer. – Bespoke content and other options are agreed.	Client	ASAP
Retailer signs pricing paper electronically (link provided by SV Bespoke) after check with Bespoke Liaison Officer. Retailer raises client’s order VISTA (providing they have vehicle allocation**), with the guidance of SV Bespoke. Bespoke Liaison Officer sends client order number to bespoke@jaguarlandrover.com	Retailer / SV Bespoke	ASAP
SV Bespoke check order in VISTA and add SV Bespoke coding (hidden from retailer view) and asks retailer to do a final check of the order prior to submitting to build.	SV Bespoke	ASAP
Retailer checks order and confirms it can go ahead.	Retailer	ASAP
SV Bespoke take control of order and manually slot the vehicle for build (based upon level of Bespoke products required).	SV Bespoke	ASAP

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AFTERSALES PROCESS

Bespoke vehicles are fitted with a 'Bespoke Label' on the Inside of the driver's door to denote that the vehicle contains Bespoke content.

In the event that any Bespoke component should require replacement then please contact Special Vehicle Operations at svhelp@jaguarlandrover.com and provide:



JLR Special Vehicle Operations will then assist you with your enquiry.



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FREQUENTLY ASKED QUESTIONS

HOW MUCH ADDITIONAL TIME DOES AN SV BESPOKE COMMISSION ADD TO THE VIST A DELIVERY DATE?

Where possible, SV Bespoke incorporate the bespoke elements into the normal vehicle lead times. If additional time is required over and above the date shown in VISTA then a member of the Bespoke team will contact you.

WHO WILL I INTERACT WITH WHEN I COME TO THE BESPOKE STUDIO?

The Bespoke Liaison Officer. In case of his absence, another member of the Bespoke team will be your point of contact.

WHAT IF I CAN'T GET TO THE BESPOKE STUDIO?

If the customer has been qualified, and the appointment is made via askJLR then the Bespoke Liaison Officer can co-ordinate the request via a virtual commission.

HOW DOES WARRANTY WORK FOR BESPOKE CLIENTS?

There's no change to warranty cover.

HOW DO I GET IN TOUCH?

For appointments, please use AskJLR to connect with the Bespoke team.

WHERE DO SV BESPOKE HAND OVER VEHICLES?

Vehicle hand over should be arranged via and at the retailer.

WHAT PRODUCTS CAN I CONFIGURE?

Currently, the Bespoke Studio can visualize Range Rover SV and Range Rover Autobiography.

WHAT CAN I CHANGE?

Currently, we offer Bespoke paints, customised interiors, embroidery and personalised treadplates.

CAN I SEND THE CUSTOMER WITHOUT MY COMPANY?

We highly recommend the retailer accompanies the client at the commission. Exceptionally, under special circumstances, the customer can come alone, but the best experience falls under accompaniment.

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TEST DRIVES

As we only have a limited amount of time with each client, we need to ensure all elements of the Bespoke commission are the highest priority and therefore we do not offer test drives.

Test Drives should still be carried out by yourselves at your retail sites.



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Please feel free to contact our team directly if you are unsure of anything, we will be happy to try and answer your queries as quickly as possible.

All tickets raised via AskJLR* will be answered within two business days.

*more specific, through the following way:

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- SV Bespoke

SUB-CATEGORY

- Visit Antwerp Bespoke studio
- SV Bespoke order
- SV Bespoke product

Jaguar Land Rover Benelux
Antwerp Bespoke Studio (EU)

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THANK YOU