

NEWS | MANUFACTURING

Two Years After Its Rebrand, Jaguar Shows the Car That Has to Save It

Jaguar Unveils \$130,500 Type 01 EV, Betting Its Future on a Car Nobody Agrees On

By **Manasee Kurlekar** | October 7, 2026



The Jaguar Type 01, revealed in New York, is the first car of the brand's all-electric relaunch.

Jaguar has unveiled the \$130,500 Type 01 electric GT in New York, its first new car since a polarizing 2024 rebrand and a high-stakes bet on ultra-luxury.

Jaguar has finally put metal behind the memes. The British carmaker unveiled the Type 01, its \$130,500 all-electric grand tourer, in New York on 6 October 2026, the first car of a brand reset that began nearly two years ago.

The car

The Type 01 is the production version of the Type 00 concept shown in December 2024, which launched alongside a "Copy Nothing" campaign mocked for featuring no cars at all. The design survived largely intact. There's no conventional rear window, and the cabin is split into four individual compartments by a central spine that runs its full length.

On paper, the hardware is serious. Jaguar has targeted a tri-motor setup with more than 1,000 horsepower, around 400 miles of real-world range, and roughly 200 miles of charge in 15 minutes. It rides on the new 800-volt Jaguar Electric Architecture.

The price is the strategy

At \$130,500, the Type 01 lands far above where Jaguar has traditionally played. That's deliberate. Jaguar expects its average US transaction price to rise from about \$70,000 to \$130,000, served through a slimmed-down network of roughly 80 US retailers. In the UK, prices are expected to run from around £120,000 to over £150,000 for personalised versions, pitching it between BMW and Mercedes-Benz on one side and Bentley and Aston Martin on the other.

Jaguar boss Rawdon Glover's playbook is JLR's own history: the new Land Rover Defender doubled in price but tripled in volume compared with its predecessor.

Why the stakes are so high

Jaguar stopped selling new cars in the UK in November 2024 and has been effectively absent from the market since. Owner Tata Motors is counting on the Type 01 to justify pausing Jaguar's entire legacy lineup to relaunch it as an electric-only, ultra-premium marque. The road here has been rough: the reveal slipped by roughly a year, and a cyberattack shut JLR's plants for about a month in 2025. Customer cars are due in the first half of 2027.

The WBW take

Jaguar isn't trying to be liked. *It's trying to be wanted, by far fewer people paying far more.* That's a coherent luxury play, and "polarising" can be a feature at this price point. The risk is timing: the ultra-luxury EV segment is small, Porsche's Taycan has already struggled with demand, and Jaguar is walking in with no legacy buyers left in its showrooms. The Defender trick worked because Land Rover had a loyal base to trade up. Jaguar has to find a new one from scratch.

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