



*Press Release*

## Transatel to Offer Infotainment Services and On-Board Wi-Fi for Jaguar Land Rover

Paris, France, June 5<sup>th</sup>, 2018



**The first vehicles equipped with Transatel's technology, new and older models of the Jaguar and Land Rover ranges<sup>1</sup>, will be available to the market end of June. The two companies recently signed a Master Services Agreement for a global cellular connectivity solution aiming to cover Jaguar Land Rovers' connected car passenger applications: internet browsing and navigation services from the vehicle console, as well as on-board Wi-Fi.**

Connectivity provider and technical enabler Transatel will be providing a data plan starting in 2018 for Jaguar and Land Rover models in the UK, Italy, and Germany. Data plan extensions with a selection of local and European plans will be available for selected lines. Transatel will be providing the service, managing customer and retailer relations, providing customer and retailer support, and ensuring the payment process for the purchase of data bundles by end users.

Transatel's design of the customer journey for this connected car service is the result of over 18 years' experience in marketing telecom offers to end users in European territories. Clients seamlessly manage their accounts via the selfcare application, accessible with any device using the car's Wi-Fi. The multi-lingual selfcare application enables account management, user registration and payment method registration, among other features.

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<sup>1</sup> The XE SVR, the XF, the XE, the F-PACE, the F-PACE SVR, the F-TYPE, the Velar.



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**Philippe VIGNEAU, VP Business development at Transatel:** *"We're excited to be launching our second European connected car project with such a prestigious and renowned company as Jaguar Land Rover; this time not for telematics, but for passenger applications. We've been evangelizing the market for more than a year now, explaining to car OEMs worldwide how to avoid major lock-in risks and answering their concerns about security, among others. It seems the superiority of our platform and business model has now become apparent to some major players of the automotive industry."*

**About Transatel**

As the leading European MVNE/A (Mobile Virtual Network Enabler/Aggregator), Transatel has, since its inception in 2000, launched over 150 MVNOs (Mobile Virtual Network Operators) and built a strong expertise in Machine-to-Machine connectivity, before entering the Internet of Things arena in 2014. Today, the company offers an unparalleled cellular solution for global, multi-local data connectivity with eSIM capabilities for the IoT, addressing the connected car, connected objects, and embedded connectivity markets.

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