



SUPPLIER NEWS RELEASE & PUBLICITY GUIDELINES & PROCESSES

All news releases must be submitted to the appropriate Jaguar Land Rover Public Affairs personnel via e-mail for approval at least 14 working days prior to release.

Only **Tier One** and **Directed Tier Two** suppliers, in good standing should be allowed to publish written material and images that relate to goods and/or services provided to Jaguar Land Rover.

In exceptional circumstances Jaguar Land Rover reserve the right to allow second tier suppliers to publish written material and images that relate to goods and/or services provided to Jaguar Land Rover. In such cases a Jaguar Land Rover stakeholder and purchasing executive should provide clear justification for approval.

Jaguar Land Rover's Global Terms and Conditions require tier one suppliers to abide by the Supplier News Release & Publicity Guidelines and Processes detailed herewith.

SUPPLIER APPROVALS PROCESS

Any tier one supplier wishing to publish written material and images that relate to goods and/or services provided to Jaguar Land Rover must abide by the following process:

- Complete the Supplier News Release & Publicity Request Proforma and submit with all written material/image requests for approval to:
 - i) The relevant JLR senior purchasing manager (**LL5 or above**), and
 - ii) The relevant JLR internal stakeholder (**LL6 or above**) (i.e. the JLR function manager in which the work has taken place)
- Formal approval can only be obtained once:
 - i) The relevant JLR senior purchasing manager has concurred you are a tier one or directed tier two supplier in good standing, and
 - ii) The relevant JLR internal stakeholder has reviewed all submissions for factual accuracy and is satisfied with the final submission.
- Submit the signed News Release & Publicity Request Proforma and final submission to the Jaguar Land Rover Corporate Affairs office for approval.

NB: This must be at least 14 working days prior to the desired publication date.

SUPPLIER NEWS RELEASE & PUBLICITY GUIDELINES FOR WRITTEN SUBMISSIONS

FACTUAL STATEMENTS

- All statements concerning Jaguar Land Rover must be factually correct. No claims should be made to appear as if emanating from Jaguar Land Rover.

CONTRACT TERMS

- The value, length and other terms of contracts may not be quoted. No reference may be made to any programme costs, speculated or otherwise.

FUTURE CORPORATE AND PRODUCT PROGRAMMES

- Careful consideration is given to the external release dates of any information that might give a competitor an advantage. Consequently, it is vital that no information divulged by suppliers preempts the Company's own announcements.
- No reference to future product programmes, disclosing information on timing plans that may not be in the public domain, or product code names (e.g. L405) may be made.

EXECUTIVE QUOTES

- Jaguar Land Rover personnel may not be quoted, nor identified by name, unless Jaguar Land Rover has an equity stake (or holds an option for warrants) in the company issuing the news release.
 - If an equity stake or options for warrants exists, the appropriate Jaguar Land Rover Public Affairs personnel will determine the level of participation and the appropriate Jaguar Land Rover spokesperson.

SUPPLIER EXCLUSIVITY/JAGUAR LAND ROVER ENDORSEMENT

- There may be no implication that the supplier is the sole provider of a specific part, commodity or service.
- There should be no implication of a special relationship with Jaguar Land Rover.
 - The supplier cannot imply that it is in a 'partnership' with Jaguar Land Rover or that there is any other special relationship.
 - Suppliers may NOT link Company websites to their websites unless under exceptional circumstances.
- Specifically, use of Jaguar Land Rover advertising slogans, paraphrased or otherwise, is not permitted, nor is use of Jaguar Land Rover trademarks. Phrases mentioning Jaguar Land Rover or its products (used with or without photographs of Jaguar Land Rover products), which give the impression that Jaguar Land Rover endorses the supplier's goods or that the supplier is the sole source of such products to Jaguar Land Rover, are not permitted.

SUPPLIER NEWS RELEASE & PUBLICITY GUIDELINES FOR WRITTEN SUBMISSIONS FOR MEDIA EVENTS OR SUPPLIER CONFERENCES/EXPOS

- Supporting requests for media interaction is the decision of the appropriate Jaguar Land Rover Public Affairs personnel.
 - Suppliers do not have the authority to promise or imply Jaguar Land Rover participation in any interview, press conference, announcement or publicity related activity.
 - Jaguar Land Rover employees are not authorised to commit Jaguar Land Rover to media events, case studies, trade show participation, joint news releases, etc. Jaguar Land Rover Public Affairs is the only entity that has the authority to enter into an agreement regarding publicity.

SUPPLIER NEWS RELEASE & PUBLICITY GUIDELINES FOR THE USE OF JLR LOGOS

- Jaguar or Land Rover logos are not to be used by suppliers unless under exceptional circumstances. These exceptional circumstances will be judged by Jaguar Land Rover Public Affairs and the Jaguar Land Rover Trustmark Corporate office.

SUPPLIER NEWS RELEASE & PUBLICITY GUIDELINES FOR THE USE OF JLR IMAGES

- Only first tier suppliers may request to use Jaguar Land Rover images. Jaguar Land Rover Public Affairs will judge if a supplier is entitled to use Jaguar Land Rover images and in which context.
 - Jaguar Land Rover Public Affairs holds media websites with images that are intended for editorial use only. Due to these copyright restrictions, suppliers requesting images for editorial use only may download photographs from the www.media.landrover.com or www.media.jaguar.com websites. These must then be approved by Jaguar Land Rover Public Affairs.

ALL SUPPLIER MATERIAL REFERRING TO JAGUAR LAND ROVER MUST BE SUBMITTED FOR FINAL APPROVAL TO:

Jaguar Land Rover
Kelly Munde, kmundee@jaguarlandrover.com