

JLR debuts circular concept car, cuts over 1 metric ton of CO₂ with new design model

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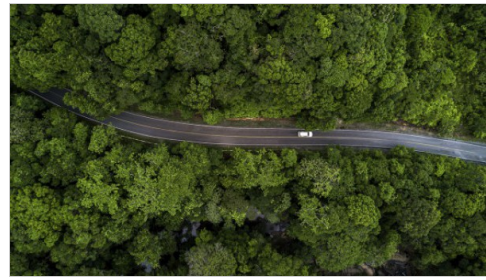
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The Cornerstone project delivers 49 low-impact components, boosting recycled materials and enabling scalable circular manufacturing

Jaguar Land Rover (JLR) has unveiled a new circular concept demonstrator vehicle, showcasing progress in low-carbon engineering, material innovation and design-for-recyclability under its Cornerstone project.



Source: Getty Images/AvigatorPhotographer

Developed with more than 40 tier 1 and raw material suppliers, the program has produced 49 redesigned components using recycled, bio-based and low-impact materials. Each part has been engineered for easy disassembly, enabling repair, reuse and recycling at the end of the vehicle's life.

The initiative has delivered over 1 metric ton of CO₂e savings, roughly equivalent to a transatlantic flight, while increasing recycled material content by nearly 140 kilograms. By building these parts into a real production bodyshell, JLR aims to accelerate the integration of such solutions into future vehicle programs.

Several innovations from the project are already being lined up for upcoming models, including lower-emission steel, recycled door glass, next-generation headlamps, recycled seat foam and FlexAir seating technology. The program has also achieved industry-first milestones, such as 100% closed-loop recycled glass, reducing emissions by 36%, alongside de-bondable electronics for easier repair and recycling, and speaker magnets with up to 95% recycled content.

The work builds on JLR's Circularity Lab, which focuses on improving the recovery of materials from end-of-life vehicles. The company has also joined the Global Impact Coalition's Automotive Plastics Circularity Project, addressing challenges in recycling automotive plastics.

JLR said the project highlights the value of early supply chain collaboration in driving sustainability innovation while maintaining performance and quality. The approach is expected to support long-term resource efficiency, emissions reduction and supply chain resilience across its future vehicles.

"What we're achieving with Cornerstone shows how JLR can lead in advancing circularity across the automotive industry, and the value of a coordinated, multi-party approach to deliver progress faster," said Paul Francis, senior manager, Circularity at JLR. "It's essential we maintain the highest performance and quality standards. When we engage early on shared goals and each partner in the value chain brings their expertise collaboratively throughout development, production efficiency and overall outcomes improve significantly. This is how real, honest progress is made, and how the economic opportunity of circularity can be realised," he said.

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