



BY NANCY MENEFFEE JACKSON

BILL WCALLEN

# Precision System

**JAGUAR LAND ROVER USES WEB-BASED TRACKING AS DISTRIBUTION BUILDS THROUGH BALTIMORE**



PHOTOGRAPHY BY KATHY BERGREN SMITH

Jaguar Land Rover's Andy Peak, far left, was joined by AMPORTS' Brian Penney while reviewing the Precision Vehicle Operating System (PVOS).

Jaguars are sleek, fast cars, cherished by those who value performance and luxury. And the capable Land Rover enjoys a well-deserved reputation for luxury and durability while traveling anywhere from an African safari to a child's soccer match.

Both automobile brands are designed, engineered and built in Great Britain, but they often come to the United States market through the Port of Baltimore. This year, Jaguar Land Rover North America, LLC installed a new Web-based tracking system known as a Precision Vehicle Operating System (PVOS) after piloting it at the Port of Baltimore, and then realigned its distribution plans to bring more cars in through the Port.

"The Port of Baltimore has been a longtime partner, and it's through that

relationship that we felt confident launching a new Web-based computer operating system," said Jim Harrington, Supply Chain Operations Manager for Jaguar Land Rover.

Despite the economic downturn, sales of the cars have been doing relatively well, "which is good news for the Port," said Stuart Schorr, Vice President, Communications and Public Affairs for Jaguar Land Rover. "We in the car business have had a rough past year — sales are down 20 percent, but we have done better than the industry average. We're holding our own."

Sales showed signs of improvement this fall, and Schorr expects that new models will excite buyers. This winter, Jaguar has added an all-new XJ sedan to its lineup, which also includes the XF sedan, the XJ

full-size model and the XK sports car. Buyers can opt for "R" versions of the XF and XK for higher performance. Meanwhile, Land Rover has significantly retooled three models for 2010. The Range Rover and Land Rover Sport get a comprehensive makeover, and the LR3 will become the LR4.

The PVOS system tracks each car from the time of the bill of lading to when the dealer confirms delivery. Best of all, it's all done in real time using cellular connectivity.

"I can sit in a meeting in London and prioritize a red convertible in Baltimore in the blink of an eye," Harrington said, adding that the system also allows him to scan a car for equipment, inspect it, wash it and order maintenance. Because it's Web-based, the system can be accessed anywhere there is Internet. "I can be in a Starbucks and check on my vehicles and change the priority," Harrington explained.

The system also automatically pays vendors, eliminating the need for invoices. "It does all the paying for us," Harrington noted.

AMPORTS, Jaguar Land Rover's Port processor, helped develop the system, a process that took nearly three years from its concept. It was deployed in April.

"We chose Baltimore and AMPORTS because we've always had a good rapport both operationally and with systems input," Harrington said.

According to Steven E. Rand, AMPORTS President and CEO, "I think AMPORTS really stepped forward and embraced the Jaguar Land Rover system. We put our best foot forward with regard to the new system."

He credits a 20-year-long relationship with Jaguar Land Rover for easing the implementation.

"We've known them and we've worked with them and we've had a long relationship with all of them who have worked there," Rand said. "It's an incremental win for AMPORTS and an incremental win for the Port of Baltimore. It's good for all of us."

The Port of Baltimore is well known for its proximity to the Midwest, but this past summer, thanks in part to the PVOS system, Jaguar Land Rover used the Port as the entry point for cars bound for California on car carriers. The cars made it to the West Coast in just five days. "We probably did something that hadn't been done before in the industry," Harrington said.

As Jaguar Land Rover continues to look at ways of improving its distribution processes, Harrington expects the number of cars coming into the Port via Wallenius Wilhelmsen vessels could nearly double. Larry Johnson, Maryland Port Administration Trade Representative for Automobiles, noted, "This is great news for the Port of Baltimore and will further provide a tremendous boost for our auto business. In this challenging economy, it says a lot about this Port's outstanding reputation for autos that we are able to attract new business. Our large consumer market, inland location, and well-renowned quality program make us tough to beat."

According to Harrington, "There was never any question about Baltimore's capability in receiving our products." The decision to give Baltimore more business, he noted, "was a perfect storm of things: the new computer system, our partnership with AMPORTS and, due to the economy, revisiting our distribution." 🌐



[www.jaguarlandrover.com](http://www.jaguarlandrover.com)



**NORTH AMERICA LOCATIONS:** Mahwah, NJ – Brampton, Ontario – Bosques de las Lomas, Mexico

**JAGUAR HISTORY:** William Lyons opened a motorcycle sidecar company in 1922, but a few years later moved on to cars. He built the legendary SS1 in 1933, and gave his company the name Jaguar in 1935.

**LAND ROVER HISTORY:** Brothers Spencer and Maurice Wilks built the first Land Rover in 1948. It was engineered to reach rural British terrain inaccessible to other vehicles.

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