Jaguar Land Rover – South African trademarks

Updated 8 November 2026

Jaguar Land Rover is a British maker of premium vehicles under the Range Rover, Defender, Discovery and Jaguar names.

How Jaguar Land Rover has built and protected its brands in South Africa – its trademark portfolio, where it expanded, how quickly its marks are registered, and who it competes with.

#254
largest trademark owner in South Africa (of 121,626)

234
trademarks filed

2
different logos published since 2020

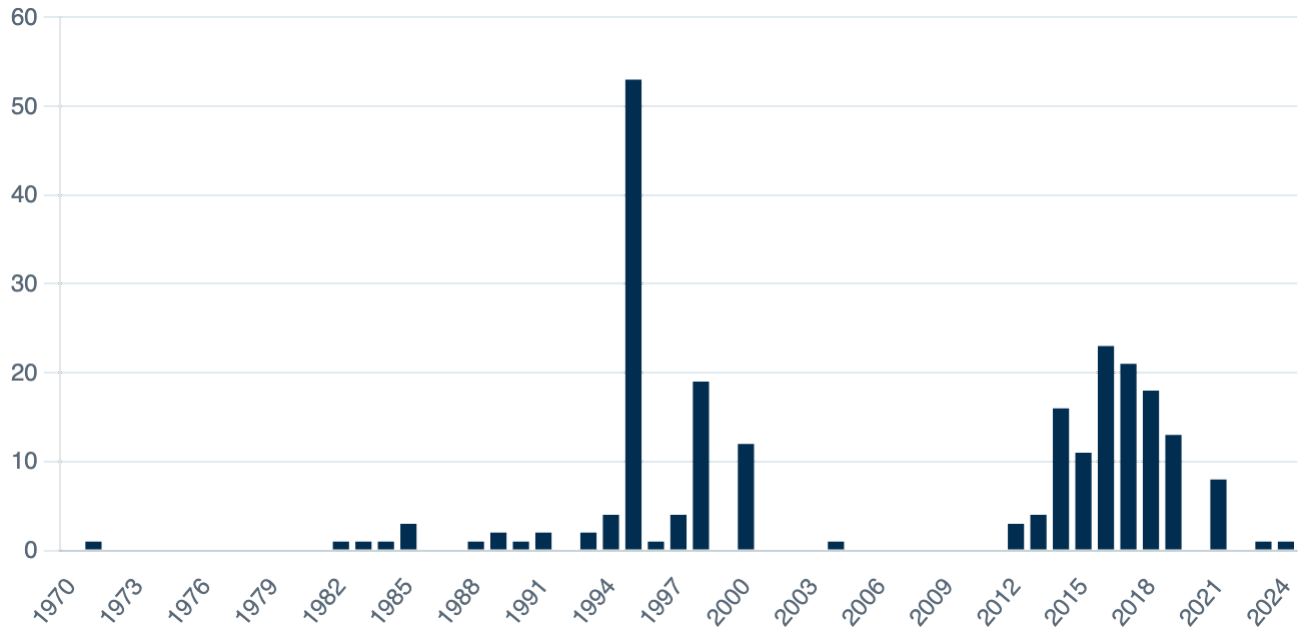
30
of 45 classes used

1917
first trademark filed

86
filed in the last 10 years

A portfolio built over time

Jaguar Land Rover filed its first South African trademark in 1917 and has filed 234 since; its busiest year was 1995, with 53 new filings. The chart shows its filings per year from 1970.



Trademarks by filing year, up to 2024; applications still pending are not included.

The names behind the portfolio

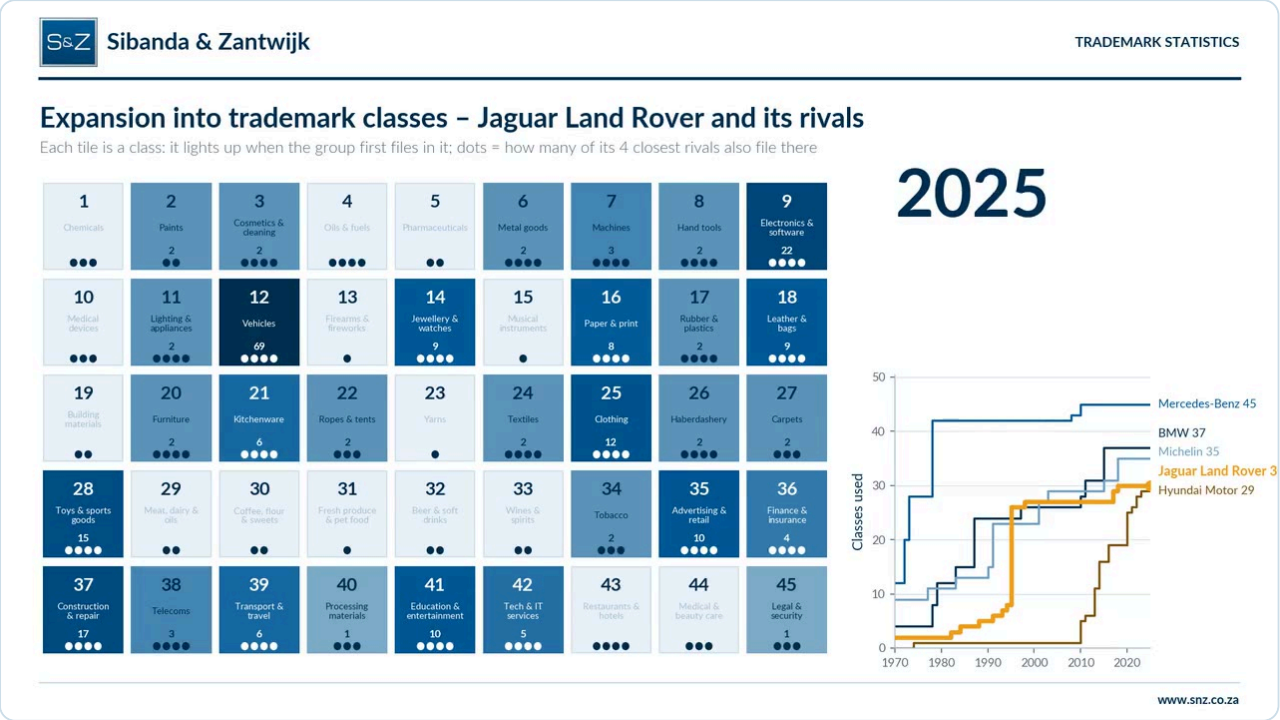
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Jaguar Land Rover	309	1917–2025

Where Jaguar Land Rover expanded its business

Trademark classes show what a business sells. Jaguar Land Rover's portfolio is concentrated in vehicles (class 12), electronics & software (class 9), construction & repair (class 37). Its most recent moves were into legal & security (2018), processing materials (2017), telecoms (2017).

Jaguar Land Rover trademarks: expansion into trademark classes, 1970–2025



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/jaguar-land-rover-south-african-trademarks/class-expansion-video.html

Each tile is a class; it lights up when the group first files in it and darkens with more filings; the dots show how many of its closest rivals also file in that class. The chart compares the number of classes used with its rivals. The video runs from 1970; classes entered earlier are lit from the start.

CLASS	MARKS	SHARE	SINCE
12 Vehicles	69	29.5%	1917
9 Electronics & software	22	9.4%	1984
37 Construction & repair	17	7.3%	1991
28 Toys & sports goods	15	6.4%	1995
25 Clothing	12	5.1%	1988
41 Education & entertainment	10	4.3%	1995
35 Advertising & retail	10	4.3%	1998
14 Jewellery & watches	9	3.8%	1993

The brands Jaguar Land Rover protects most

The word marks and logo names Jaguar Land Rover has filed most often – the same brand filed in more classes, in more versions or again over the years.

#	BRAND	TRADEMARKS	CLASSES	FILED
1	LAND ROVER	50	26	1994–2016
2	JAGUAR	17	12	1945–2018
3	DEFENDER	13	12	1990–2021
4	JAGUAR RACING	9	9	2000–2000
5	LAND ROVER EXPERIENCE	8	8	1998–1998
6	HUE	6	6	2016–2017
7	HUEY	5	5	2016–2018
8	JLR	4	4	2012–2024
9	PIVI	4	4	2019–2019
10	REBORN	4	4	2017–2017
11	SVAUTOBIOGRAPHY	4	4	2019–2019
12	ACTIVITY KEY	3	3	2017–2017
13	FENDER	3	3	2016–2016
14	FRAGILE EARTH	3	3	1998–1998
15	INCONTROL TOUCH	3	3	2016–2016

Logos filed most often (since 2020)



2 filings · 2 classes



1 filing · 1 class

Jaguar Land Rover's logos

The 2 different logos Jaguar Land Rover has had published since 2020 – each logo shown once, however many classes or versions it was filed in. Logos protected in more classes come first.

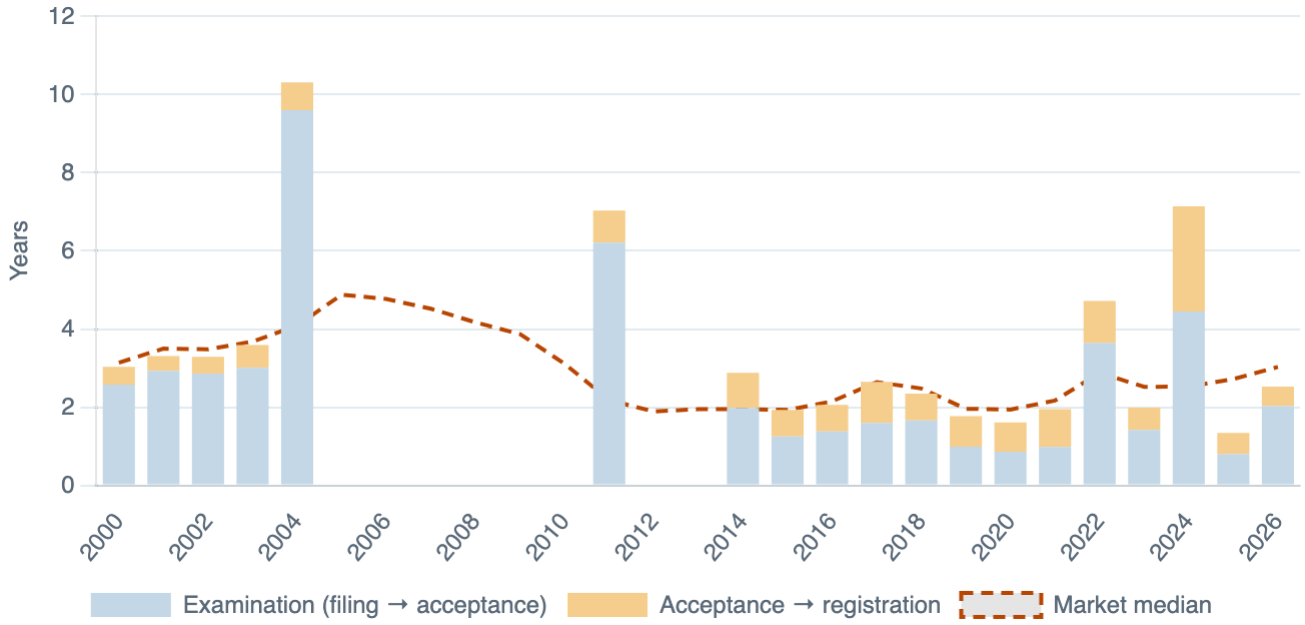
2 classes

1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Jaguar Land Rover's marks took a median of **2.0 years** from filing to registration, faster than the market's 2.7 years. Most of that time is examination: 1.4 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

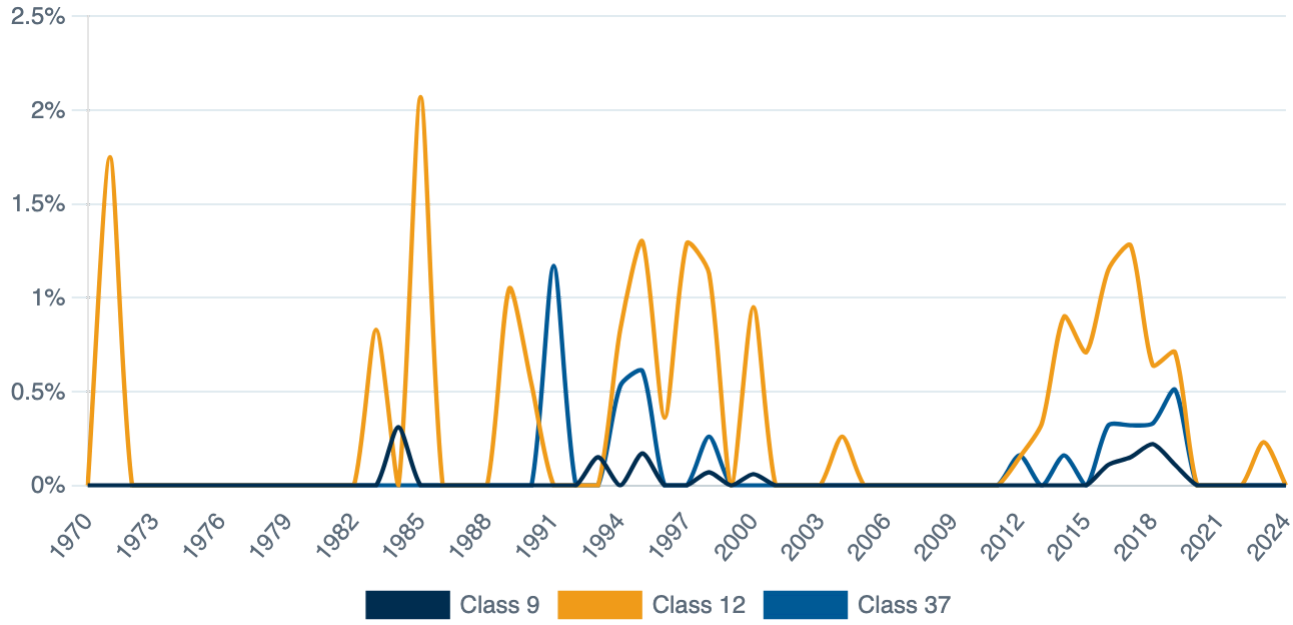


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Jaguar Land Rover's classes

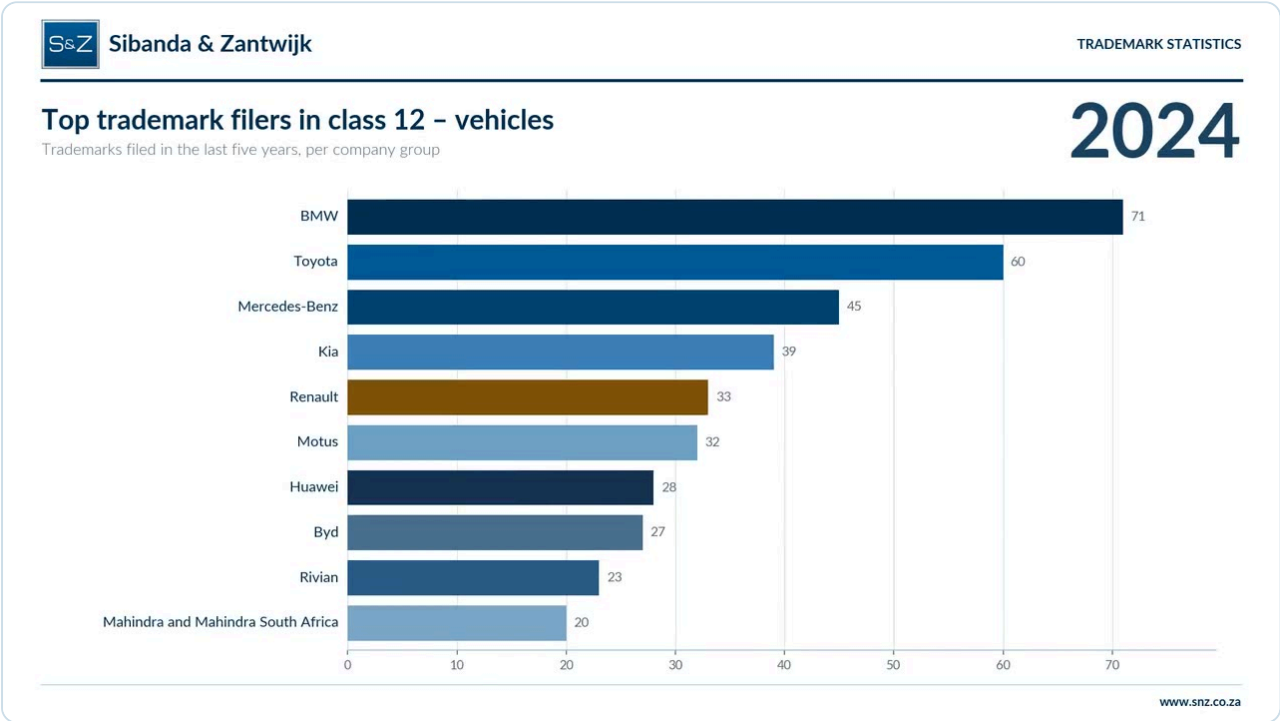
> Ranked by **number of trademarks filed in Jaguar Land Rover's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Jaguar Land Rover's market position, not who is most like it.

In the last five years, Jaguar Land Rover was **#858** of 891 filers in class 12 (vehicles), with 1 of 2,078 trademarks.



Jaguar Land Rover's share of all trademarks filed in each of its main classes, per filing year.

Top trademark filers in class 12 (vehicles), South Africa 1975–2024: Jaguar Land Rover



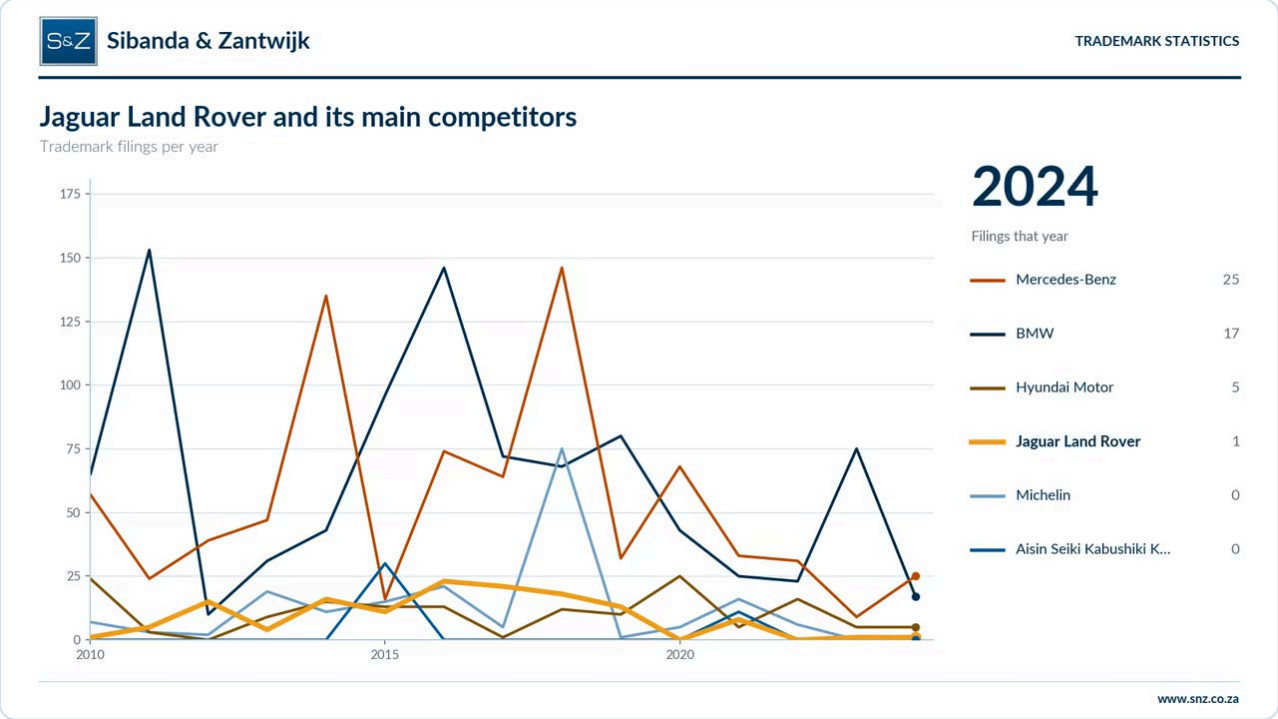
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/jaguar-land-rover-south-african-trademarks/class-12-race-video.html

Main competitors – the companies most like Jaguar Land Rover

> Ranked by **how similar their whole trademark portfolio is to Jaguar Land Rover's** – the same mix of classes and the same words in their marks – **not by size**. Large filers in its classes that do something different rank lower here.

Jaguar Land Rover's closest competitors in South Africa are BMW, Mercedes-Benz, Michelin and Hyundai Motor.

Jaguar Land Rover trademarks vs competitors: filings per year, 2010–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/jaguar-land-rover-south-african-trademarks/competitors-video.html

Trademark filings per year: Jaguar Land Rover (orange) and its five closest competitors.

#	COMPANY	RELATIONSHIP	SIMILARITY
1	BMW	Direct competitor	99%
2	Mercedes-Benz	Direct competitor	97%
3	Michelin	Direct competitor	84%
4	Hyundai Motor	Direct competitor	83%
5	Aisin Seiki Kabushiki Kaisha Also	Direct competitor	82%
6	Ford	Direct competitor	82%
7	Toyota	Direct competitor	82%
8	Motus	Direct competitor	78%
9	Volvo	Direct competitor	69%
10	Sumitomo Rubber Industries	Direct competitor	68%

Similarity of trademark activity since 2015 (classes and words used in marks). Retailers appear where their own brands compete on the shelf.

Jaguar Land Rover – relevant export countries

South Africa exported **US$10.7 billion** of the goods Jaguar Land Rover's main classes cover in the last year – vehicles; bicycles; parts and fittings; wheels (class 12); computer software; computer hardware; computers; cases (class 9); toys; playing cards; balls; games (class 28); hats; t-shirts; clothing; jackets (class 25); watches; jewellery; jewelry; bracelets (class 14). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Jaguar Land Rover's trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	European Union	83	US$4.4 billion	+4%	National	US$2,388
2	United States of America	74	US$1.8 billion	+2%	National	US$3,425
3	United Kingdom	72	US$1.5 billion	+3%	National	US$1,371
4	Canada	62	US$79 m	+1%	National	US$2,192
5	Australia	59	US$174 m	+2%	National	US$2,380
6	Hong Kong SAR	58	US$15 m	+7%	National	US$1,715
7	Singapore	58	US$50 m	+15%	National	US$2,144
8	Russian Federation	57	US$201 k	+23%	National	US$1,915
9	Ukraine	55	US$33 m	+32%	National	US$1,375
10	Kazakhstan	54	US$2.7 m	+19%	National	US$1,245

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Egypt	53	US$83 m	+4%	National	US$2,278
2	Tanzania	51	US$34 m	+3%	ARIPO	US$450 S&Z
3	Nigeria	51	US$9.5 m	-8%	National	US$1,015 S&Z
4	Malawi	51	US$37 m	+48%	ARIPO	US$450 S&Z
5	Namibia	50	US$307 m	+10%	ARIPO	US$450 S&Z
6	OAPI (17 states)	49	US$28 m	+0%	National	US$1,563 S&Z
7	Zimbabwe	48	US$127 m	-2%	ARIPO	US$450 S&Z
8	Uganda	48	US$5.7 m	+10%	ARIPO	US$450 S&Z
9	Botswana	46	US$276 m	-14%	ARIPO	US$450 S&Z
10	Algeria	46	US$66 k	+22%	National	US$1,445

SA exports = South Africa's exports of these goods to the market in the last year. Ranked with the default weightings. Score 0–100 from South Africa's exports of the goods to the market, net imports, import growth, foreign trademark filings, where the goods are made, market size and the cost of protection. Costs are total fees (official and professional) to file in 5 classes; ARIPO costs are per country, plus US$301 once per ARIPO application; S&Z = S&Z's own all-in price. Goods are taken from the classes and specifications, so the ranking is indicative.

Trade data: CEPII BACI (version 202601, trade flows 2022–2024), Licence Etalab 2.0; aggregated and combined with other data by S&Z.

Protecting its top brands in Nigeria and OAPI with S&Z

BRAND	CLASSES	NIGERIA	OAPI (17 STATES)
LAND ROVER	26	US$5,278	US$5,441
JAGUAR	12	US$2,436	US$2,856
DEFENDER	12	US$2,436	US$2,856
JAGUAR RACING	9	US$1,827	US$2,302
LAND ROVER EXPERIENCE	8	US$1,624	US$2,117

S&Z all-in prices per brand in its number of classes, filing to registration.

Rank the countries for your own goods and get the quotes.

Word marks you may have considered opposing

> For Jaguar Land Rover's five most-filed brands: word marks of **other companies** (not Jaguar Land Rover's own group) that our similar word mark search, SimTM, found in the brand's own classes, and that we consider **confusingly similar** – from the earliest match found to today.

Similar to LAND ROVER (classes 9, 12, 25, 28, 37; searched 2018-01-31 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similar to JAGUAR (classes 9, 12, 25, 28, 37; searched 2018-01-31 to 2026-11-08)

MARK	PUBLISHED	CLASS	APPLICANT
JAGUAR	2021-06-30	9	Select PPE (Pty) Ltd
JAGUAR	2021-04-28	9	ACADEMY BRUSHWARE (Pty) Ltd

Similar to DEFENDER (classes 9, 12, 25, 28, 37; searched 2018-09-26 to 2026-11-08)

MARK	PUBLISHED	CLASS	APPLICANT
DEFENDER	2022-03-30	9	Private individual
DEFENDER SAFETY GEAR	2020-06-24	9	SUPERIOR LEATHER (PTY) Ltd
DEFENDER	2019-12-18	25	SUPERIOR LEATHER (PTY) Ltd

Similar to JAGUAR RACING (classes 9, 25, 28; searched 2018-01-31 to 2026-11-08)

MARK	PUBLISHED	CLASS	APPLICANT
JAGUAR	2021-06-30	9	Select PPE (Pty) Ltd
JAGUAR	2021-04-28	9	ACADEMY BRUSHWARE (Pty) Ltd

Similar to LAND ROVER EXPERIENCE (classes 9, 12, 14, 16, 18, 28, 37, 39; searched 2018-04-25 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similarity of the words only. Whether a mark could have been opposed depends on the goods and services, the reputation of the brand and the facts – S&Z can advise. New marks like these are what SimTM watch reports as they are published.

How S&Z can help you

> S&Z does not just file trademarks. **We are a technology-first firm that manages trademarks** – analysing your data, monitoring competitors and

making sure your trademark assets remain protected.

We manage your trademarks – not just file them

Analysing your data, monitoring competitors and making sure your trademark assets remain protected:

Renewal management

Every renewal date in your portfolio tracked and paid online.

Competitor watch

Get real-time competitor analysis.

Similar-mark watch

New word marks that come close to yours, found as they are published using SimTM.

Expansion into Africa

Lowest-cost trademark expansion into Africa - Nigeria, OAPI.

Filing and renewal at fixed, all-inclusive prices

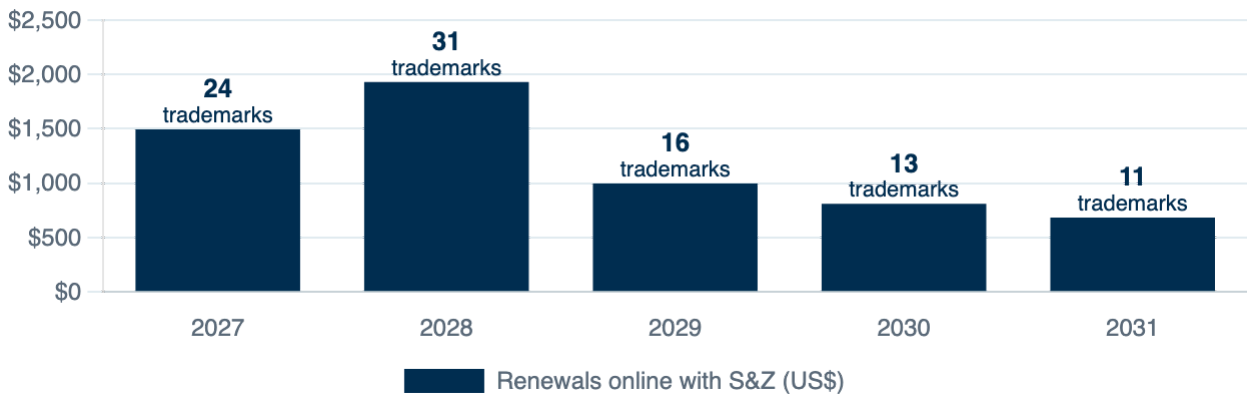
S&Z prices – South African trademarks

Filing, first class – incl. official fee, examination report, routine office action, acceptance, publication, registration and e-certificate	US$240
Each additional class of the same mark, filed at the same time	US$225
Renewal online, per class (every 10 years from filing)	R1,027 ≈ US$62.29

Renewal in rand; US$ at R16.49 per US$.

Jaguar Land Rover's next five years of renewals

95 of Jaguar Land Rover's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$5,918** over the five years.



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