

## New Jaguar Boss Defends ‘Woke’ Rebrand Despite Trump Criticism

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Jaguar’s incoming CEO has come out strongly in defense of the company’s recent “woke” rebrand, pushing back against criticism from former President Donald Trump, who called the changes a “total disaster.”

The luxury carmaker’s new chief, who will soon take the helm, said customers are responding positively to Jaguar’s new direction, despite the negative remarks from Trump.

In recent days, the former president publicly criticized Jaguar's rebranding efforts, suggesting the company had lost its way by focusing on social and cultural issues rather than its traditional automotive strengths.

However, the new CEO emphasized that the rebrand reflects evolving consumer values and Jaguar's commitment to inclusivity, sustainability, and innovation principles increasingly important to today's car buyers.

"People want more than just a car; they want a brand that represents progress and social responsibility," the CEO said in a recent interview. "Our customers are excited about the changes, and we're confident this approach will secure Jaguar's future."

The rebrand includes a shift toward electric vehicles, a revamped logo, and marketing campaigns highlighting diversity and environmental awareness. Jaguar has been pushing to position itself as a leader in sustainable luxury, aligning with broader industry trends.

Trump's criticism comes amid a wider political debate about "woke" culture and corporate responsibility, which has become a divisive issue in the United States and beyond.

Despite the pushback, Jaguar's leadership believes the rebrand is a necessary evolution to remain relevant in a changing market and among a younger, more socially conscious demographic.

Industry analysts suggest that while such rebranding efforts can alienate some traditional customers, they also open doors to new audiences and help companies stay competitive in a rapidly shifting landscape.

Jaguar's move to embrace sustainability and social issues is seen by some as a smart long-term strategy, especially as governments around the world tighten regulations on emissions and consumers increasingly demand eco-friendly products.

The new CEO expressed optimism about Jaguar's future, noting the company's strong lineup of electric vehicles and innovative technology.

"We're not just changing the brand; we're shaping the future of luxury mobility," he said.

As Jaguar continues its transformation, the debate over corporate culture and social responsibility is likely to remain in the spotlight, with opinions divided across the political

spectrum.