

ADVERTISING

Land Rover, Holland & Holland express lifestyle affinities via vehicle collaboration

November 10, 2014



Holland & Holland loadspace

By NANCY BUCKLEY

British automaker Land Rover is teaming up with the British gunsmith Holland & Holland to bring consumers a vehicle that draws upon the ventures of both brands.

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The collaboration will result in a Range Rover completed with Holland & Holland accents and features that are aimed at easing consumers' lifestyles. Collaborations that highlight shared heritage often satisfy the demand for authenticity that consumers look for.

"Holland & Holland and Land Rover are both recognized for their strong British heritage and are associated with luxury outdoor pursuits," said Daryl Greatrex, managing director at [Holland & Holland](#), London. "They have had a long association; however this will be the first time that Land Rover has created a vehicle exclusively for Holland & Holland.

"This partnership formalizes the association between Land Rover and Holland & Holland into one which will see the creation of an exclusive special operations Holland & Holland Range Rover, designed and developed by Land Rover's special operations team," he said.

Fitting the lifestyle

The Holland & Holland Range Rover is based on the Range Rover Autobiography Black and will be built by Land Rover's Special Vehicle Operations. Only 40 vehicles will be created per year and the partnership will last for three years.

Each of the Range Rovers will sport the Holland & Holland green coloring on the body, mirrors, bonnet vent and grille. The gunsmith's badge will be visible on the doors and tailgate.



Holland & Holland Range Rover

Inside the car, the upholstery is tan with espresso accents and Holland & Holland embroidering on the front seats. The sides of the transmission tunnel are in the same tan leather, but also complemented by walnut veneer that is polished to look like the oil-finished gunstocks of Holland & Holland.

In the trunk of the vehicle there is a specially designed leather-trimmed aluminum loadspace cabinet that is meant for the consumer's Holland & Holland guns to be transported safely.

There is also a deployable loadspace floor made of aluminium and carbon fibre and finished with leather and wood veneer. The floor can slide out to ensure that the cabinet can be easily reached.



Interior

When the floor and box are in transit, they are low and far back in trunk to ensure that there is space for the consumers' other luggage.

In a branded statement, Daryl Greatrex, managing director of Holland & Holland, said, "This project represents two great British brands working together to produce a car that perfectly represents our shared brand values. Stunning form and perfect functionality unite in a car that is supremely fit for purpose."

The vehicle is available for about \$285,460.

Picking partners

Land Rover and Holland & Holland have both recently engaged in other partnerships with different brands.

Jaguar Land Rover drummed up excitement for its recently released Discovery Sport model by giving fans a chance to head into outer space with friends through its partnership with spaceflight company Virgin Galactic.

The Galactic Discovery contest calls for consumers to send in videos through October that demonstrate a spirit of adventure. One winner will get sent with three friends up into space ([see story](#)).

Also, Holland & Holland expanded its lifestyle offerings beyond hunting apparel and accessories to appeal to a different gaming interest.

Holland & Holland worked with Scottish whiskey maker The Dalmore to create a bespoke chess set to play off of consumers' competitive side. On Oct. 17, the Holland & Holland and Dalmore chess set began being sold at London retailer Harrods ([see story](#)).

The partnerships create new products to market and allow brands to reach out toward additional consumers.

"The two brands are good partners for such a collaboration as they both have high quality

standards as recognized by their Royal Warrants and they both target affluent customers seeking high quality," said Ron Kurtz, president of the [American Affluence Research Center](#), Atlanta.

"Consumers will have an opportunity to acquire a limited edition model that represents exclusivity and offers unique design features that are very attractive," he said.

"Range Rover will gain access to the Holland & Holland data base and fans for marketing purposes. Range Rover will also have an interesting 'new product' that will provide good 'news' for media publicity and content for Range Rover to use in the various channels it uses to communicate with past and prospective buyers and its fans."

Final Take

Nancy Buckley, editorial assistant on Luxury Daily, New York

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