

EVENTS/CAUSES

Land Rover stages immersive event before LA Auto Show

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Land Rover Discovery Sport

By JOE MCCARTHY

Land Rover North America is supplementing its appearance at the Los Angeles Auto Show with an immersive five-day event Nov. 19-23 in West Hollywood, CA.

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Luxury Daily

The multi-day event centers on the new Land Rover Discovery Sport, which will be making its U.S. debut throughout the affair. Before the brand vies for attention at the nearby auto show, the exclusive event will afford it uninterrupted attention from interested consumers.

"Creating this unique experience in the L.A. area gives our current and future customers an opportunity to learn more about the Land Rover brand and test the all-terrain capability of our SUVs all without leaving the city," said Kim McCullough, vice president of marketing at [Jaguar Land Rover North America](#), Mahwah, NJ.

"This Land Rover Experience also gives L.A. customers a chance to preview the newest Land Rover SUV, the Discovery Sport, months before it goes on sale next year," she said.

Islands

Land Rover's activation event aims to provide consumers with a holistic brand experience. Vehicles, merchandise, partnerships and more will be on display in the

central plaza of the Pacific Design Center, in West Hollywood, CA.

The most distinct element of the event will be an obstacle course that demonstrates the capabilities of the vehicles.

The Land Rover Terrain Response system that optimizes the vehicle for any situation will be featured, as well as the Discovery Sport's suspension systems.

Embedded Video: [//www.youtube.com/embed/c58rRzOAaSs](http://www.youtube.com/embed/c58rRzOAaSs)

The New Discovery Sport: Adventures in Iceland

Guests will be able to drive the 2014 Range Rover, Range Rover Sport, Range Rover Evoque and Land Rover LR4 over the variegated terrain with a professional driving instructor.

The course will run 10 a.m. to 6 p.m., and interested fans can register for the experience at rsvplandrover.com/LRE with the code: CLSTGLA.

Consumers will also be able to access merchandise from brand partnerships.

For instance, British automaker Land Rover partnered with British fashion label Barbour for a 2014 autumn/winter line.



Barbour for Land Rover

Aside from a shared heritage, both brands value design and durability, which will be reflected in the clothing line. When automakers venture into new product categories, following the lead of a trusted designer makes sense ([see story](#)).

A giant replica of a pair of Union Jack Wellie Boots will be located in the central plaza.

Among the other vehicles on the display will be the Land Rover LR4, which was featured in a recent interactive digital experience.

Land Rover enlisted British author William Boyd for a multimedia branded story on multiple platforms.

“The Vanishing Game” is a short story based on an aspiring actor, Alec Dunbar, who goes on an adventure in a Land Rover Defender through Scotland. The branded short story was

released on Tumblr and several other platforms, and will likely gain attention from fans of Mr. Boyd and avid readers ([see story](#)).

Catching notice

Other automakers recognize the importance of immersive events.

For instance, Audi UK leveraged virtual reality technology and various digital installations to enhance the consumer experience at the Goodwood Festival of Speed.

The event draws more than 100,000 racing enthusiasts who are being pulled in many directions by competing brands. Brands that want to leave a lasting impact on consumers must begin to leverage technology in ways that supplement the physical experience rather than supplant it ([see story](#)).

Final Take

Joe McCarthy, staff writer on Luxury Daily, New York

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