

ADVERTISING

## Land Rover releases teaser video of new Evoque convertible

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*Crossrail in London*

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By NANCY BUCKLEY

British automaker Land Rover is teasing its new Range Rover Evoque Convertible with the first drive through the United Kingdom's Crossrail construction project.

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**Luxury Daily**

A social video was released by the brand to demonstrate the camouflaged Evoque's drive through the tunnels. With a social media unveiling the day prior to the Geneva International Motor Show, Land Rover is drawing attention away from the other luxury automakers about to reveal new information and vehicles at the start of the show.

"We were offered the opportunity to drive one of our products through the Crossrail tunnels mid last year," said Dave Roynon, manager of **Land Rover** product PR & Strategy.

"The partially built tunnels are a fairly extreme environment and do not leave much room for error, so we thought putting the Evoque Convertible through it paces was good opportunity to show off its capability," he said.

"The Evoque has been tested in tunnels before. When we launched the car back in 2012 part of the media drive took the vehicle underneath Liverpool (where the car is built) through some abandoned railway tunnels.

"The Evoque is at home in urban and country environments alike, the Cross Rail tunnel allows us to show of its urban capability in an unusual and unique way."

### Nighttime adventures

The video begins in the depths of the night in London. Text types on the screen in white font "As London sleeps, the latest Range Rover Evoque is taken to the ultimate urban test track."

Camera shots reveal the tire and the driver's perspective as the vehicle rides up to the Crossrail entrance. Crossrail is Europe's largest construction project that consists of 26 miles of tunnels and once completed will add new tunnels to the London Underground. The project began in 2012 and has been in action 24 hours a day, 7 days a week since the start.



### *Evoque in Crossrail*

Evoque's prototype is lowered into the tunnels in full camouflage as construction workers look on and the convertible begins its journey through the tunnels, over debris, around workers, through puddles and up the walls. The tunnels are 20.3 feet in diameter.

When it emerges it is daylight and the automobile is immediately loaded into a truck, keeping the vehicle secretive.

Embedded Video: [https://www.youtube.com/embed/s\\_Dx2rR2iRc](https://www.youtube.com/embed/s_Dx2rR2iRc)

### *Evoque video*

Similar to Land Rover, Italian automaker Ferrari jumped ahead of its competitors with a social media release of its new vehicle that will be showcased at the Geneva Motor Show.

The Ferrari 488 GTB was released Feb. 3, 40 years after the first mid-rear engine V8 model, 308 GTB. Ferrari teased the vehicle with a hashtag, imagery and a video on social media. The social aspects of the automaker's unveiling likely gained anticipation and excitement from auto enthusiasts looking forward to Geneva's annual show ([see story](#)).

### **Auto debuts**

The Geneva International Motor Show is quickly approaching and luxury automakers have been releasing images of the vehicles they plan to showcase, many of which are sports cars.

Porsche, McLaren and Aston Martin all plan on focusing attention toward their race cars as opposed to broader consumer vehicles. The emphasis upon sports cars will likely help the automakers reach the truly interested consumers – those willing to buy automobiles that are illegal on roads or even road cars that are produced for the select few ([see story](#)).

However, sometimes teasers of new vehicles are not a brand effort as was the case with Bentley Motors' teasing of its highly anticipated Bentayga for nine months with different images and video clips that show a little bit of its design, but the brand's big reveal is threatened by other sources.

Bentley began its teasing about one-and-a-half years prior to the release of the 2016 model and has been trying to build the anticipation for the release by revealing morsels of information at a time, but automotive news outlets have spotted the car on road tests and released their own images. When media sources jump ahead of marketing plans, brands must be able to adjust intentions accordingly ([see story](#)).

Teasers, regardless if a branded effort or press leak, create buzz and gather interest among fans leading up to the vehicle's release.

"Land Rover has done a nice job here tapping into Evoque's core audience - those that see the Evoque as a cross-over vehicle that looks attractive on Oxford Street as well pulling a horse box across a country field," said Ian Foley, a Portola Valley, CA,-based digital marketing strategist.

"Use of the Crossrail backdrop adds an element of uniqueness, helping to differentiate the car from all the other standard 4x4 off-road ad campaigns" he said.

Final Take

*Nancy Buckley, editorial assistant on Luxury Daily, New York*

Embedded Video: <https://www.youtube.com/embed/xKrcCpenisk>

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