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Jaguar Land Rover targets VIP clientele with new bombproof vehicle

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Range Rover Sentinel

By FORREST CARDAMENIS

British automaker Jaguar Land Rover has unveiled its “fortress on wheels,” the new Range Rover Sentinel.

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The vehicle, which the brand bills as a “mobile fortress,” is designed to withstand 7.62mm high velocity, armor piercing incendiary bullets, 15kg TNT blasts and DM51 grenade explosions that target either the underside of the vehicle or its body. The mobile fortress may differentiate the brand from high-end luxury SUVs entering the market from Bentley, Aston Martin, Lamborghini and others.

[Jaguar Land Rover](#) could not be reached for comment.

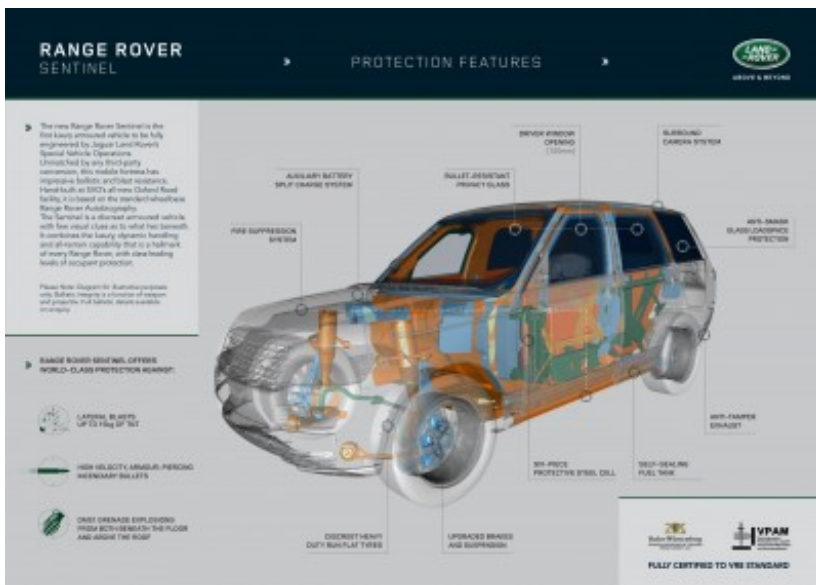
Bombs away

The Range Rover Sentinel starts at approximately \$453,000. Built to special order, it will make its debut at the Defence and Security Equipment International (DSEI) Show in lieu of more traditional car shows, emphasizing the brand’s appeal to a new market.



In addition to being bulletproof and bombproof, the Sentinel has a gas tank that automatically seals, a split-charging battery and inserts that allow it to run with flat tires. There is also an emergency exit behind the rear seats and an opening in the driver's window for exchanging documents without the brief compromise of security that opening a window or door would entail.

Those looking for something more have the option of purchasing the vehicle with or installing a fire-suppression system, sirens and a speaker system that allows the driver or passengers to address people outside the vehicle.



Sentinel infographic

Range Rover Sentinel infographic

At the same time, Land Rover is not abandoning its brand or compromising its luxurious quality.

“The Range Rover Sentinel is one of the most extraordinary Range Rovers ever produced,” said John Edwards, managing director of Jaguar Land Rover special operations, in a statement. “It has been expertly engineered by Special Vehicle Operations to provide class

leading levels of protection to occupants against extreme attack, whilst retaining the Range Rover's luxury and refinement with off road capability.”



Sentinel interior rear

The vehicle does not look different from the standard, non-military model and maintains the handling and off-road capabilities associated with the brand's previous models. Comfort and paint customizability remain selling points, and the vehicle still has blind spot monitoring and a surround-camera system, both of which are a perfect fit for the Sentinel's new function.



Range Rover Sentinel

Still, the emphasis on maintaining the features more prominently associated with the brand may lead consumers who do not necessarily need the protection the vehicle offers to make the purchase for want of the latest and greatest the brand has to offer.

Crowding market

Other luxury automakers are entering the SUV space, forcing Land Rover to stay

competitive.

For example, British automaker Bentley Motors has announced full details for its Bentayga model, the brand's long-awaited entry into the SUV market.

The Bentayga is Bentley's first SUV and is being billed as the fastest and most powerful vehicle in its class on the market, topping out at 187 mph and able to accelerate from 0 to 60 mph in 4 seconds, a speed comparable to many of Porsche's recent Carrera models. The blend of power and performance with Bentley's trademark style and craftsmanship will likely be a hit with affluent consumers who need a larger vehicle ([see story](#)).

Prior to the announcement of the new Sentinel, Land Rover had already built a bridge with the material, which may have hinted at or opened up relations leading to the military vehicle.

Since July 2014, Jaguar Land Rover has been helping former military personnel transition into the workforce with an expanded training program.

In the first phase of the program, the brand targeted around 6,500 former military personnel looking to start a career that allows them to take advantage of acquired technical skills. The program fits into the brand's overarching outreach mission that had earned the company Britain's "Responsible Business of the Year" award in 2013 ([see story](#)).

Final Take

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