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Land Rover opens up Evoque Convertible to consumers

November 9, 2015



Range Rover Evoque unveiling in London

By STAFF REPORTS

British automaker Jaguar Land Rover is inviting consumers to "venture out of the ordinary" with the official unveiling of its Range Rover Evoque Convertible.

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Promoting the stylish appearance of its first ever convertible SUV, Range Rover chose to reveal the vehicle in London amid a large-scale projection against the backdrop of design school Central Saint Martins. After an array of teasers leading up to its public appearance, making an event out of the reveal helped to deliver on the anticipation.

Summery setting

Playing off the open-top capabilities of the new Evoque, Land Rover used 20 projectors to create a summery scene ideal for open air driving that spanned the size of about 10 tennis courts. Granary Square's LED water feature was also used to further the feel of a warm day in the middle of fall chill.

Here, the Evoque lowered its soft top for the first time, showing the inside of the car, including its four seats.

Back when the Evoque first premiered in 2010, Land Rover teased the reveal with wire frames representative of the model's shape. This continued for the convertible's release, with similar structures placed in strategic spots around London.

These sculptures were present at the reveal in Granary Square.

For global consumers, this installation was captured in a short social film.

Range Rover Evoque Convertible: Revealing Land Rover's New Luxury Compact SUV

Also on social media are videos that show the car in action, showing the various types of terrain the Evoque can traverse, from a city scene to a coastline.

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Venture out of the ordinary and see the New #RangeRoverEvoque #Convertible in action.

Posted by [Land Rover](#) on [Sunday, November 8, 2015](#)

Land Rover is fulfilling expectations as a leader in identifying new market segments with its latest vehicle.

The Range Rover Evoque Convertible is the first luxury compact SUV convertible and maintains the all-terrain capabilities the brand is known for. The vehicle is another testament to how Land Rover has found new market niches to separate it from other luxury automakers, which are increasingly encroaching on the SUV market ([see story](#)).

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