

INTERNET

## Land Rover ices competition with Range Rover video series

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*Range Rover Sport SVR on ice*

By FORREST CARDAMENIS

British automaker Jaguar Land Rover is urging consumers to join it on "An Arctic Journey" to show off its Range Rover Sport SVR.

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In a series of videos launched Dec. 1, the Range Rover Sport SVR, billed as "the most powerful Land Rover ever," will follow the Arctic Circle from Norway to the north ends of Sweden and Finland, some of the coldest parts of the world. The videos will instill trust in viewers by showcasing the vehicle's safety and reliability.

"Land Rover wants to show their capabilities no matter where in the world," said Lauren Fix, [automotive expert](#), Lancaster, NY. "Land Rover has the ability to cross water as high as the door sill and the ability to climb up or down any type of road condition or off-road condition. Showing their vehicles skills in the Arctic Circle shows they can handle extreme temperatures."

### Skating away

The first video in the series focuses on ice driving. French rally driver Eric Gallardo was enlisted to build exact replicas of Formula 1 racing tracks throughout the world in the icy tundra around Arjeplog, Norway.

### *Range Rover Sport SVR: An Arctic Journey Part 1 Ice Driving*

The video begins with images associated with the Arctic Circle, from husky dogs to log cabins, wildlife and frozen expanses, as a narrator describes the climate and what it takes to survive, from "a thick fur coat" like the animals to the "rock solid engineering" of the Land Rover Sport SVR.

In the town of Arjeplog, Mr. Gallardo explains how he came to live in the small town (population: 1,977) and begin replicating Formula 1 racetracks. The SVR is then taken out on one, and a series of overhead and long shots show the vehicle turning and skidding on the ice without ever leaving the track.

The narrator then says that the car is performing without Dynamic Stability Control, emphasizing the handling and performance of the vehicle itself. A more crowded luxury SUV space has repeatedly led Land Rover to emphasize its performance to maintain an edge against more recent entrants such as Bentley.

"Land Rover already possesses a piece of the premium SUV marketplace," Ms. Fix said. "They are just showcasing their vehicles are capabilities of more than its of competitors."



*Range Rover Sport SVR Arctic Silverstone*

In a statement, Mike Cross, chief engineer vehicle integrity, said in a statement, "We pride ourselves on the all-terrain capability and composure of our vehicles, putting them through intensive hot and cold climate testing. The Range Rover Sport SVR is the most dynamic model we've ever produced and combining these qualities showcases the unique talents and expertise of our dedicated engineers."

The second episode will be released on Tuesday, Dec. 8. Although Jaguar has not disclosed explicitly how many installments there will be, a map of the journey that begins the video suggests there will be five episodes, suggesting an end time on or around Dec. 29.



*Range Rover Sport SVR Arctic Silverstone*

Asking consumers to return repeatedly to the journey will help build a longer-lasting relationship with prospects. Additionally, the setting helps to associate the brand with adventure and excitement, providing a lifestyle component to the brand that is increasingly popular in automotive marketing.

#### Uncharted territory

Land Rover is not the only automaker taking its vehicles to faraway territories.

Last month, German automaker Mercedes-Benz asked consumers to join it on an African safari.

Issue 3/2015 of Mercedes-Benz Classic Magazine, the automaker's editorial and lifestyle outlet since 2002, features Carel Roux venturing through South Africa in a restored 1974 Unimog U 406. Connecting the brand with diverse lifestyles through heritage helps to sell Mercedes as a lifestyle rather than simply a product and may appeal to new consumers ([see story](#)).

Land Rover is always looking for new ways to showcase the performance of its SUVs.

In November, British automotive brand Jaguar Land Rover turned heads by testing its flagship SUV on a new kind of terrain.

To celebrate 45 years, the Range Rover was driven over a paper bridge in China, a feat that took three days to complete. The creative promotion will help Land Rover distinguish its brand and SUV in an increasingly crowded market in a desirable new geography ([see story](#)).

"True off-road drivers will see the Land Rovers' capabilities, especially those from other countries," Ms. Fix said.

"They'll see for themselves that Land Rover is still the king of the hill when it comes to off-road performance and luxury."

Final Take

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