

COMMERCE

Land Rover sees 30pc increase in interest for discontinued Defender

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Land Rover Defender

By STAFF REPORTS

While it is generally understood that a vehicle depreciates in value after it is driven off the lot, British automaker Land Rover is seeing the opposite from its discontinued Defender model.

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Now that Defenders will no longer be produced, Land Rover has seen a 30 percent increase in interest for Defenders from business professionals and celebrities around the world. Consumers who purchased Defenders prior to Land Rover's decision to discontinue the model are proving they have made smart investments as prices for the vehicle continue to soar.

Off the lot value

Cap, an automotive valuation specialists firm, has found that Defenders in good condition are demanding a high premium over new list price.

John Watts, senior editor at Cap, said in a statement, "We have already started to see an upward movement in trade values for Defenders in general due to the anticipated demand and potential shortage following the cessation of production. Over the longer term we expect retail buyers to keep their vehicles longer because they know that finding a replacement will be nigh on impossible."

Cap noted that a 3-year-old Defender 90 Hard Top with 30,000 miles was valued at \$16,773 average trade price in June 2015. Now a similar model would have an average trade price of \$17,785.

Likewise, a Land Rover Defender 90, the automaker's heritage model and last of the line, with only 1,000 miles, priced at \$24,582, is listed on Autotrader.com for \$43,381.



Land Rover's Defender 90

Ross Munro, a Land Rover dealer from North Yorkshire, Britain said in a statement, "Nearly new or pre-registered models of Defender are selling for 20 percent beyond list price and we are seeing some owners asking more. And with 75 percent of Defenders ever built still on the road, they could prove to be a smart move for investors or enthusiasts."

It is likely that Land Rover saw the interest in Defender coming after 68-years of popularity.

Earlier this year, Land Rover unveiled a "Defender Journeys" online hub and a new Heritage Restoration Program to ensure that the iconic vehicle remains firmly embedded within the brand's narrative ([see story](#)).

As it turns out, other luxury goods are emerging as investments that rival the S&P and gold prices.

In the last 35 years, French leather goods brand Hermès' iconic Birkin handbag has increased in value by more than 500 percent. In the time period evaluated, the S&P 500 has returned an average of 11.66 percent and gold only offered a return of 1.9 percent, according to a new study by Baghunter ([see story](#)).