

AUTOMOTIVE

Land Rover highlights tech and luxury with dynamic new SUV

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Range Rover SVAutobiography Dynamic

By FORREST CARDAMENIS

British automaker Land Rover is maintaining its technological edge with new features added to its Range Rover SVAutobiography Dynamic.

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The 2017 model will add semi-autonomous and connected vehicle technology to the features making it “the world’s most successful luxury SUV.” Land Rover concentrates on technological advancement and association, so its like-minded consumers will likely embrace the changes for their convenience and safety improvements.

"The Range Rover SVAutobiography Dynamic has been specially developed by the Special Vehicle Operations team to deliver a more engaging driving experience," said Mark Stanton, director of **Jaguar Land Rover** Special Vehicle Operations. "It delivers the ultimate combination of performance and Range Rover luxury, befitting its unique position in the portfolio."

Dynamic technology

The SVAutobiography Dynamic is meant to be a more driver-oriented alternative to the SVAutobiography. It is outfitted with a 550HP V8 supercharged engine and has a suspension around a third of an inch lower.



Range Rover SVAutobiography Dynamic

The crux of its focus on driver performance, however, comes through largely in the technology.

To the standard driving assistance technologies of rear park distance control, cruise control, speed limiting, lane departure warnings and autonomous emergency braking, the new SVAutobiography Dynamic adds Advanced Driver Assistance Systems.

Features in the new “Drive Pack” and “Drive Pro Pack” include an Intelligent Speed Limiter, which uses a camera to recognize traffic signs and then adjusts the vehicle’s speed if the driver is going too fast. The Driver Condition Monitor analyzes steering inputs and road speed and accounts for time of day to warn drivers against fatigue.



Driver and vehicle

With the Drive Pro Pack, the vehicle will also feature Adaptive Cruise Control, Queue Assist, Intelligent Emergency Braking, Blind Spot Assist and Lane Keep Assist technologies.

Furthermore, the vehicle includes tow assistance, which guides the trailer into position using the vehicle’s numerous cameras. An image from the rear-facing camera is overlaid on the touchscreen, and the vehicle will steer itself along the path that the driver then selects.

Compounding the towing assistance is the addition of a new driving mode designed to improve traction when pulling away on wet grass, snow and ice.

In addition to the technological improvements, Land Rover has created a video highlighting the vehicle’s place within its luxury portfolio. At the start, it crosscuts images of the SVAutobiography Dynamic with a man putting on a suit.



Range Rover SVAutobiography Dynamic interior

Accompanying each shot of the vehicle is text highlighting one of its new design qualities, from its lowered ride to the dynamic suspension and improved braking.

As the man enters the vehicle, the video shows off the diamond-pattern quilted seats and the brand’s InControl

TouchPro system. It concludes with shots of the vehicle driving through a tunnel and along a bridge overlooking a mountainous ridge, with quick cutaways to the contrast stitching and knurled finish on the rotary shift controller and pedals.

Range Rover SVAutobiography Dynamic – Designed for Luxury Performance

By highlighting both its aesthetic aspects as well as the practical tech advancements, the brand appeals to multiple consumer segments while displaying both a progressive attitude toward the sector and honoring its own heritage.

The future of luxury

In recent months, Jaguar Land Rover has been assertive with its stance on incorporating technology into its vehicles to provide better driving experiences.

The company recently announced its latest initiative to improve its technology research operations as the automotive sector continues to reconfigure itself.

Jaguar Land Rover's Portland, OR-based research center is expanding engineering facilities and workforce and welcoming three new start-ups into its Tech Incubator program. The company is increasingly investing in technology to stay ahead as the industry braces for major changes ([see story](#)).

While its focus has pivoted toward tech, Jaguar Land Rover is still ensuring its vehicles maintain associations with luxury.

Earlier in the year, it offered consumers the trip of a lifetime to promote the latest SVAutobiography.

Consumers were invited to drive the Range Rover SVAutobiography from Nice, France to Monaco, through the Dolomite and Atlas mountain ranges, the Atacama Desert in Chile and many more destinations over a three-week period. More than promoting the new vehicle, the trip provided consumers with a memorable experience that likely endeared them to the brand for a lifetime ([see story](#)).

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