

AUTOMOTIVE

Land Rover makes adventurous parallels with snowboarding tot

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Land Rover Discovery Sport

By STAFF REPORTS

British automaker Land Rover is proving that thrill-seeking is inherent with help from a petite athlete.

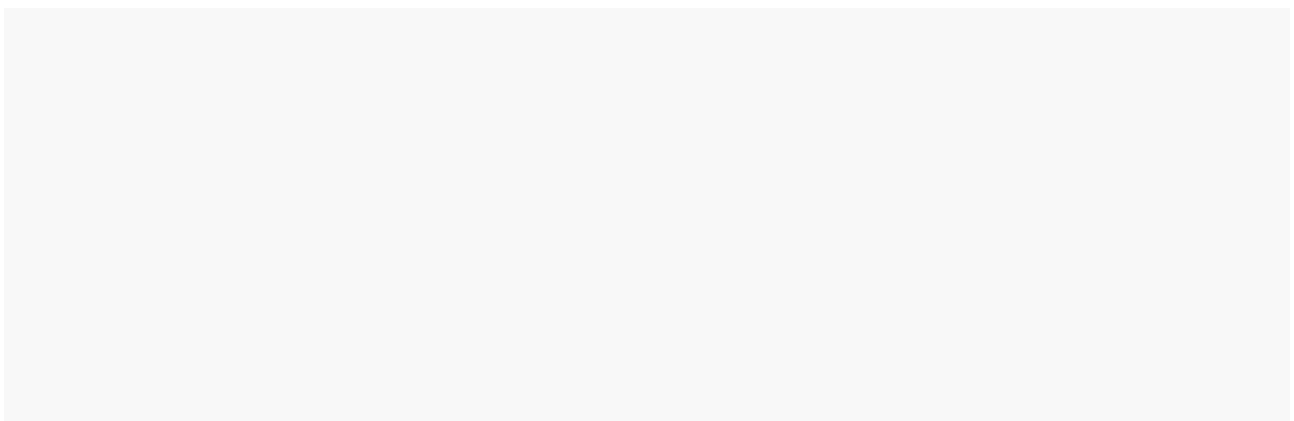
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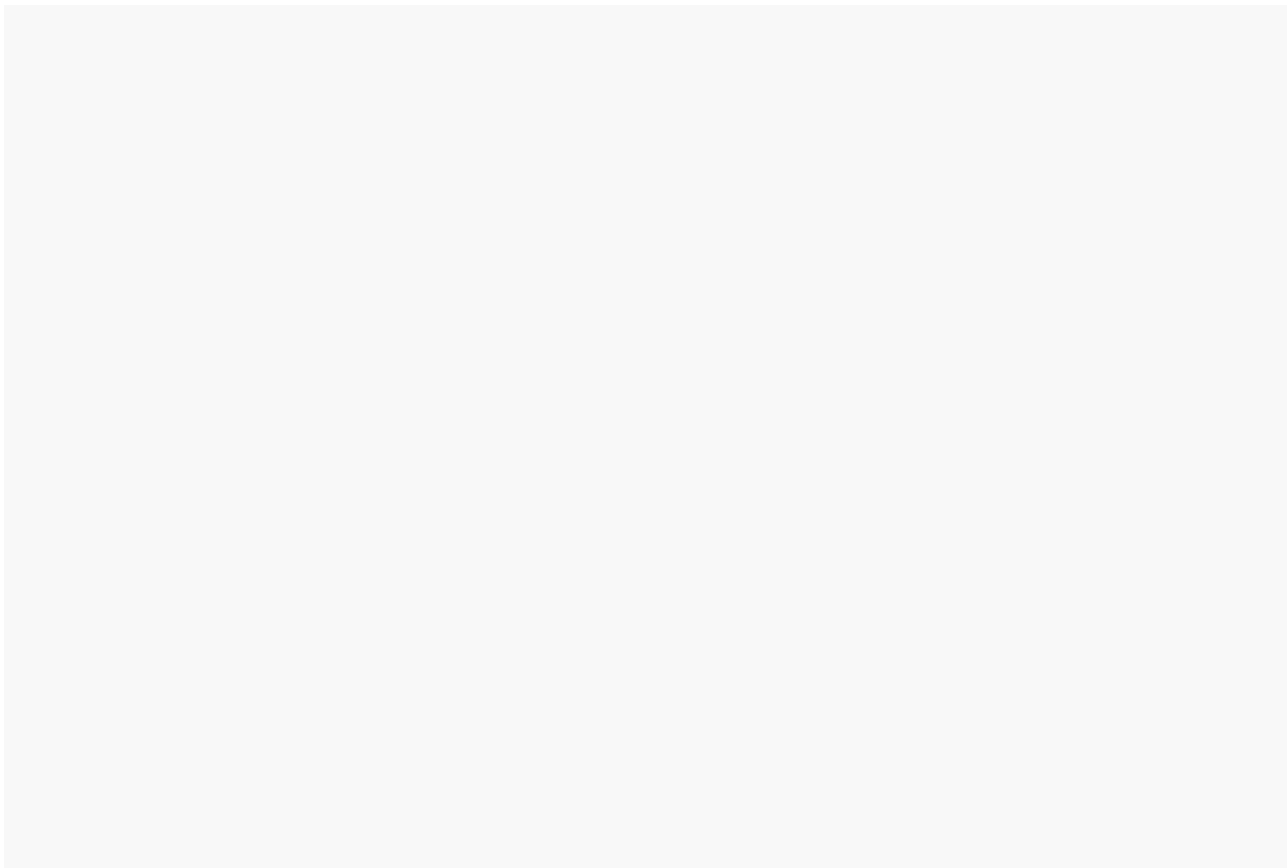
The brand taped 4-year-old snowboarder Terje Lamont effortlessly scaling down powdery mountains to illustrate the tagline "Adventure. It's in our DNA." This unlikely comparison offers Land Rover the opportunity to connect with consumers in a lighthearted manner.

Shredding on slopes

Mr. Lamont is first seen flying through the air on his snowboard, as the words "Do you have adventure in your DNA?" appear on-screen.

The young boarder is then seen walking hand-in-hand with his parents before the film cuts to a quick shot of the back of a Land Rover Discovery Sport.





Brodie; "Snowboarding is a big part of my life and it's awesome to be able to pass that love on to my kid. At first we took him up the mountain attached to a rope to keep him safe; he's grown up riding a big mountain. He's had 75 days plus days on his board this season, that's a lot of time on his board and this translates into skill. He loves to go fast, hit jumps, box slides and to spin. Terje is four and says, "Let's go snowboarding!" Adventure. It's in our DNA. Search "Land Rover Discovery Sport" for more info. #LandRover #DiscoverySport #AdventurersInTheDNA #Snowboarding #Snow #ChildProdigy #Adventure @hamsgod

A photo posted by Land Rover (@landrover) on Aug 27, 2016 at 5:51am PDT

Mr. Lamont introduces himself, reinforcing his young age. Speaking of their son, the snowboarder's dad explains that passes do not give him problems, while his mom describes his natural talent.

The family eventually leaves the mountain, and Mr. Lamont's parents strap him into a car seat before they drive off in a Discovery Sport.

Land Rover Discovery Sport SUV Adventure. It's in our DNA - Terje

Showing the utilitarian nature of their vehicles, other automakers have trekked to snowy lands.

Mercedes-Benz USA is transporting consumers to the snowy landscape of Crested Butte, CO with the help of an Instagram-famous pup.

The brand has teamed up with Loki the Wolfdog and his owner Kelly Lund for a 360-degree virtual reality experience, allowing fans of the pooch to follow the pair on their journey. This experience reflects Mercedes' strategy of showcasing its vehicles in natural scenarios with the help of digital influencers ([see story](#)).