

AUTOMOTIVE

Land Rover, Bear Grylls raise the stakes in product-testing mission

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Land Rover's special Discovery prototype for Bear Grylls' stunt

By BRIELLE JAEKEL

British automaker Jaguar Land Rover has enlisted the help of a famous adventurer to show off the convenience and easy-to-use features of its new vehicle release.

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The new Land Rover Discovery will be introduced to the road on Sept. 28 with a paired application that allows users to adjust the seating. British adventurer Bear Grylls is helping to show off the effortless experience of the innovative feature with a sky diving stunt captured on video.

"This extraordinary skydiving demonstration was a unique way to highlight the the Intelligent Seat Fold technology in the all-new Land Rover Discovery," said Leah Watkins Hall, national corporate and brand communications manager at **Jaguar Land Rover**. "When equipped, the system allows Discovery owners to configure their vehicle seating through the Land Rover InControl Remote app."

Diving into mobility

The new Intelligent Seat Fold feature will be introduced along with the new full-sized Discovery vehicle coming out this month. Owners will be able to adjust seating within their vehicles no matter how far away the car is through the Land Rover InControl Remote app.



Bear Grylls skydives in Land Rover adventure

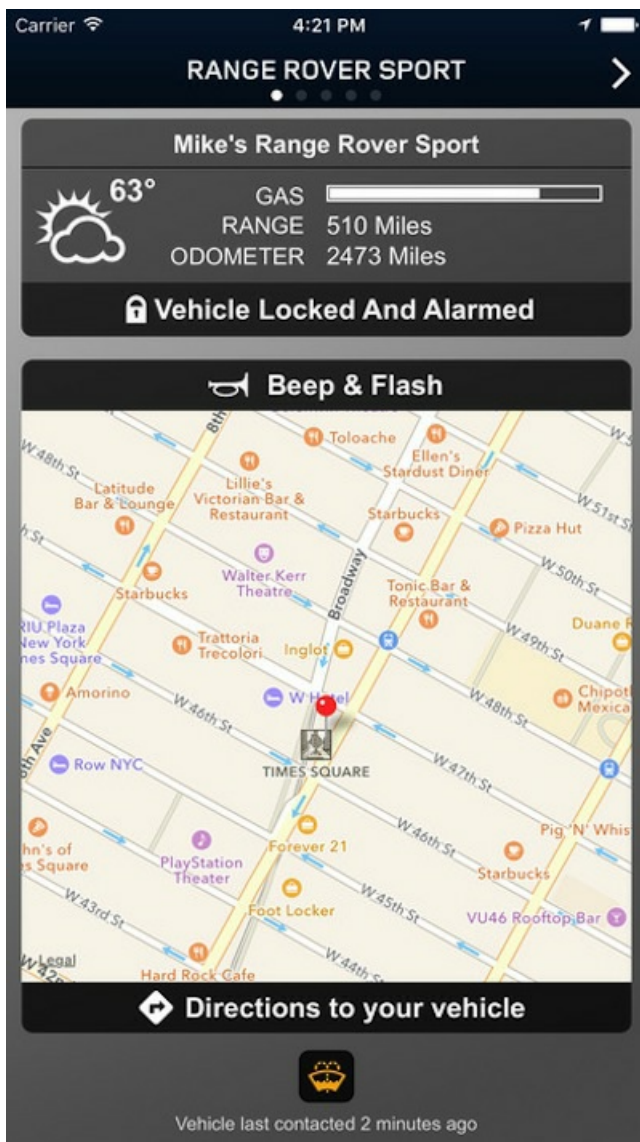
To show how easy the new feature is, Land Rover brought in Mr. Grylls for a video stunt that will be shared on television and social media in the hopes to go viral. The video shows the television host skydiving with a team of six others from the Royal Navy Parachute Display Team, as he attempts to reconfigure the seating of a Discovery vehicle through the app while still in the air.

Mr. Grylls introduces the stunt for viewers while in-flight. He and his team then start their dive aiming toward the landing site, where a Discovery prototype is waiting.

While in the air, Mr. Grylls operates Land Rover's remote app to adjust all the seats in the vehicle so that the seven team members can comfortably travel after their dive. The skydiver is able to use the app, which is strapped to his arm in a case, in little to no time.

Footage of the skydivers are paired with an inside view of the Discovery, where viewers are able to see the seats move without manual operation. All seven members are able to quickly get into the vehicle and fit comfortably inside in an attempt to show off the size convenience of the Discovery.

The new Discovery will be unveiled on Sept. 28 at the Paris Motor Show, but viewers online can get a sneak preview of the car by watching the video.



Land Rover's InControl Remote App

While the app allows users to fold the back two seat rows, vehicle operators can also control the seats within the car. Individuals can move or fold seats from row two and three with a button located by the luggage area and on the C-Pillar, while the display touchscreen on the dashboard can raise and lower them.

Driving more innovation

Land Rover similarly proved that thrill-seeking is inherent with help from a petite athlete ([see more](#)).

The automaker maintained its technological edge with recent feature additions to its Range Rover SVAutobiography Dynamic ([see more](#)).

"This unique feature sets the all-new Discovery apart from any other vehicle," said Alex Heslop, chief engineer for Discovery at Land Rover. "The fact that owners can change the seating while doing things like shopping is a true milestone in convenience delivered through technological innovation"

"The Land Rover InControl Remote app allows customers using both iOS and Android smartphones to connect with New Discovery from anywhere in the world, making it possible to perform a variety of functions," he said. "From confirming all the windows are closed or checking the fuel level to setting the air conditioning or monitoring its location, the advanced technology brings new levels of customer convenience and connectivity to the premium SUV market."