

AUTOMOTIVE

Land Rover forges a path with music streaming by choosing Spotify

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Land Rover will allow users to play their music on Spotify

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British automaker Land Rover is choosing Spotify over Pandora for an in-dashboard application, allowing drivers to stream music.

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While Pandora has been a staple in dashboard connectivity in recent years with automakers, Spotify is vying for its industry position. **Land Rover** is ushering in connectivity for users to play music through the latter on their smartphones and also receive specially curated playlists just for them.

"The Spotify and Jaguar Land Rover design teams set out to create a familiar and immersive experience for users," said Leah Watkins-Hall, national corporate and brand communications manager at **Jaguar Land Rover**. "After downloading the app, users will recognize that it mirrors the Spotify interface from their smartphone with easy ways to navigate content.

"Users will also have the ability to access personalized Just for You' playlists containing recommended tracks, courtesy of Spotify's deep learning' which recognizes listening habits," she said. "The user-friendly interface provides drivers the benefit of being able to easily scroll through menus and is ultimately designed to minimize distraction while driving."

Controlling capability

Land Rover's InControl Remote apps will include Spotify capability soon in which users can stream music by connecting to their smartphones. Users can play Spotify by connecting their smartphones through the USB port in their Land Rover vehicles.

A touch screen in the dashboard will display the InControl Remote app, allowing users to select Spotify playlists to play through the vehicle's speakers. The app will connect through the smartphone's data, but Spotify premium members will be able to play saved songs in offline mode.

Spotify will also provide users with individualized playlists based on data and created by its algorithm. The new feature will be available on the InControl Remote app in the App Store on September 27.



Land Rover's InControl Remote dashboard connectivity

Land Rover has announced the new app integration with an online video featuring British musicians showing off the new feature. The video shows rapper Example and Kaiser Chiefs' frontman Ricky Wilson talking through Land Rover's Bluetooth feature and discussing their Spotify driving playlists.

Mr. Wilson is shown driving in a Land Rover Evoque and calls up Example to discuss the former's perfectly crafted playlist made for the road. The two bond over favorite artists such as Morrissey and Green Day while showing off the use of the Spotify app on their dashboards.

Land Rover's in-car Spotify app

The Spotify integration is one of many new introductions brought to Land Rover's InControl Remote app, of which it has also leveraged famous personalities and video to announce.

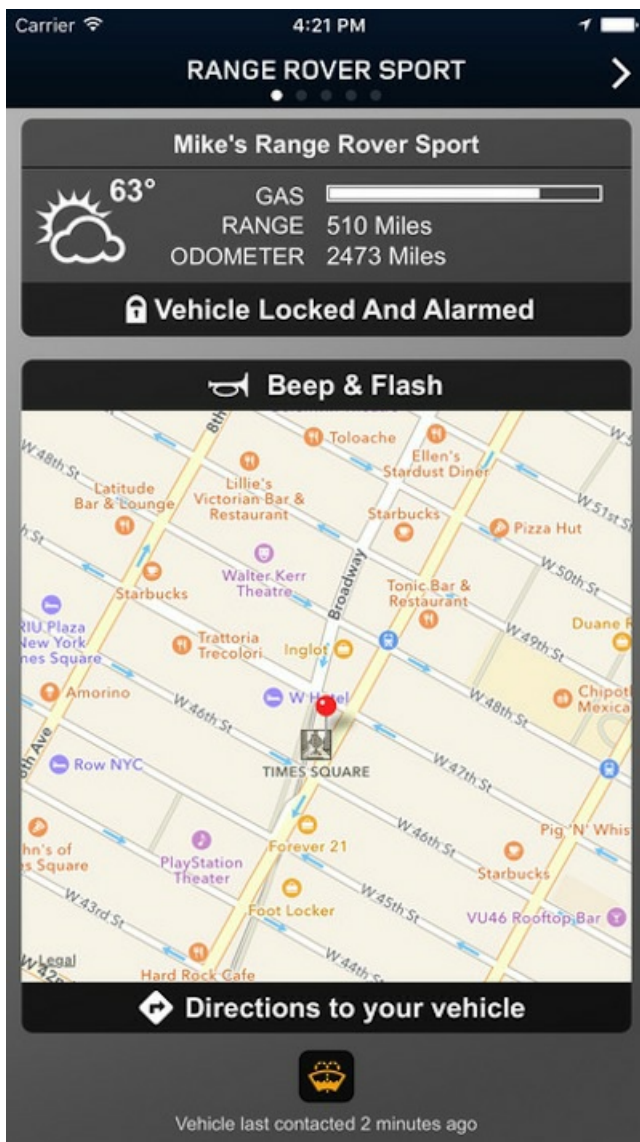
Land Rover enlisted the help of famous adventurer Bear Grylls to show off the convenience and easy-to-use features of its new vehicle release.

The new Discovery will be introduced to the road on Sept. 28 and users will be able to adjust the seating through the connected app. Mr. Grylls helped show off the effortless experience of the innovative feature with a sky diving stunt captured on video ([see more](#)).

Spotting partnerships

While Pandora was almost exclusively featured within vehicle mobility features, Spotify is showing its dominance and encroaching on the territory. Since Pandora is thought of as the start of Internet radio, its presence on the automotive scene made sense.

But now that Spotify is increasing its popularity with millennials, Land Rover and other vehicle brands are hoping to appeal to the young age group with partnerships.



Land Rover's InControl Remote app

While automotive connectivity is growing, it is not just the automotive sector looking to integrate with Spotify. A wide range of luxury brands are taking to the music app to appeal to young consumers and music lovers.

For instance, Italian fashion label Armani brought its enthusiasm for music to consumers in a new medium with the launch of a mobile app linked with Spotify.

The Emporio Armani Sounds app is linked with the music streaming app, bringing together music and fashion in an original way and offering fans access to artists with exclusive performances, playlists and interviews. Consumers rely on their favorite brands to provide access to the personalities that interest them, so this app has the potential to have a longstanding place on Armani fans' phones as they check back in for weekly updates ([see more](#)).

"Working with artists like Ricky Wilson from Kaiser Chiefs and Example allowed us to showcase our new Spotify partnership in a fun and authentic way," Ms. Watkins-Hall said. "Allowing them to curate their favorite road trip songs, ranging from classics to more recent hits, in the Jaguar XE and Range Rover Evoque Convertible also gave us a unique angle to showcase the newest features and capabilities of the app."