

AUTOMOTIVE

Land Rover unveils latest Discovery alongside a new Guinness World Record

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Land Rover Discovery reveal with Lego

By STAFF REPORTS

British automaker Land Rover revealed the capabilities of its new Discovery model on top of a Guinness World Record-breaking Lego structure in the United Kingdom.

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Land Rover launched the Discovery 27 years ago and has an owner network of more than 1.2 million consumers to date. The automaker is positioning its revamped, fifth generation Discovery, a seven-seat SUV, as a model for the digital age due to the inclusion of innovative technologies for safety, comfort and performance.

Follow the Land Rover brick road

To introduce the fifth generation of Discovery models, Land Rover hosted a Sept. 28 event nearby its Solihull plant where the vehicles are produced.

Alongside Land Rover's Discovery debut was the largest Lego structure ever to be built. The Guinness World Record-breaking structure was led by the U.K.'s only Lego certified professional, Duncan Titmarsh, who took five months to construct London's Tower Bridge solely from Lego bricks.

Lego master builders built the display on the grounds of Packington Hall, Warwickshire using more than 5 million Lego pieces. By doing so, Land Rover and Lego broke the previously held world record by 470,646 pieces.

When laid out brick by brick, the display would stretch for nearly 200 miles, or the distance between the Tower Bridge in London to Paris.



Bear Grylls laying the 5,805,846th Lego on Land Rover's Discovery display

"We are thrilled that Jaguar Land Rover has used Lego bricks to add some Guinness World Recording-breaking creativity to launch the latest Discovery," said Emma Own, spokeswoman for Lego U.K. and Ireland, in a statement. "This is an epic, outstanding build that absolutely captures the imagination in a way we haven't seen before. With Lego bricks and some imagination you really can build anything!"

Lego bricks have served as the medium for other luxury brand activations.

In 2015, for example, British department store Harrods encouraged creative minds to focus on London with a Lego challenge to build the city's landmarks.

To kick off the initiative Harrods released an image of a Lego masterpiece featuring the famed department store. Lego bricks have been used by many luxury brands to showcase a creative art that is relatable to many generations and socioeconomic classes ([see story](#)).

To celebrate the unveiling, brand ambassador and adventurer Bear Grylls was in attendance. Mr. Grylls abseiled from the top of the Tower Bridge Lego display through the open drawbridge to stand beside the Discovery model.



Land Rover Discovery display made of Lego bricks

Land Rover also organized two Lego "Discovery Zones" to celebrate 27-years of the Discovery model.

The Equestrian Zone saw the creation of a British picnic scene made of Lego bricks and was hosted by accomplished rider Zara Phillips and the second area, The Bear Grylls Adventure Zone, featured Lego fire and bricks to create a mountain exploration scene.