

AUTOMOTIVE

Land Rover builds equestrian awareness via Kentucky competition

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Land Rover at the Rolex Kentucky Three-Day Event

By STAFF REPORTS

British automaker Land Rover is appealing to fans and athletes gathering for the Rolex Kentucky Three-Day Event through experiences and awards.

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The brand is returning as presenting sponsor of the Equestrian Events, Inc.-produced event for the eighth year in a row and is making its presence known through driving challenges, an experiential display and \$400,000 in prizes for winning riders. Luxury brands frequently make an appearance at equestrian events, which afford them an audience of affluent competitors and spectators.

Driving attention

The Rolex Kentucky Three-Day Event is the only four-star equestrian event in the United States. This year, the competition will be staged April 27-30 at the Kentucky Horse Park in Lexington.

The competition draws riders from around the world, and this year's event will see athletes including Germany's Michael Jung, who won a gold medal during the Rio Olympics in 2016. Queen Elizabeth II's granddaughter Zara Tindall, who won a silver medal at the 2012 Olympics and who also serves as a Land Rover ambassador, will also compete.

For the third year running, Land Rover has raised the amount it will bestow on the top riders at the event. Now totaling \$400,000, the prize money will be split among the top 20 finishers, with the victor receiving \$130,000.

For the cross-country competition, Land Rover will again be running its "Land Rover Best Ride of the Day" program. The rider who finishes the course closest to the desired time without receiving any penalties for jumps will earn a 24-month lease on a Land Rover Discovery.



U.S. Land Rover Eventing Team rider Lauren Kieffer, who won the Best Ride of the Day in 2016

Outside of the equestrian athletics, Land Rover will be hosting an "Ultimate Stable Experience" for the first time at the event. This display in the sponsor village features the automaker's new seven-seat Land Rover Discovery along with equestrian apparel and equipment.

A farrier will also be on-hand to give live demonstrations.

For ticket holders who wish to get up close with Land Rover's vehicles, the automaker is hosting its sixth Tailgate Challenge at the competition on April 29. Attendees will be able to test-drive new models on an off-road course.

"The Rolex Kentucky Three-Day Event is one of the most prestigious competitions in the world and we are proud to be continuing our long-standing relationship with the event and the equestrian community," said Kim McCullough, vice president of marketing, Jaguar Land Rover North America, in a statement. "We are also excited to welcome the world's best riders, especially our Land Rover ambassador Zara Tindall.

"Kentucky is the home of the horses' and provides the perfect environment to showcase our vehicles," she said. "We look forward to what promises to be another exciting weekend."

Land Rover has unveiled concepts designed specifically for the equestrian community.

The automaker looked to assist drivers who pull trailers on the roads to navigate safely with new technology that lets them see through the item they are towing.

The "Transparent Trailer" concept uses the vehicle's existing surround video feed as well as as live video taken from the back of the caravan to fill in the driver's line of vision, removing blind spots typically caused by hauling an opaque container. Meant to protect precious cargo such as a horse or antique furniture, this technology would serve a purpose for the Land Rover consumer ([see story](#)).

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