

AUTOMOTIVE

## Land Rover brings adventure-seekers to America's Cup through VR

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*Land Rover's BAR sailing team*

By BRIELLE JAEKEL

British automaker Jaguar Land Rover is heightening the drama for its sailing team's participation in the America's Cup with a 360-degree view of what it took to get there.

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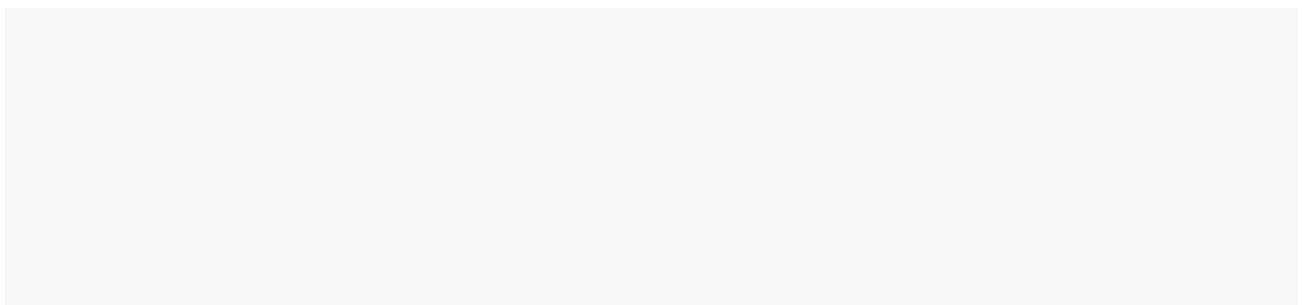
Leading up to the competition, Land Rover has shared a video on YouTube with its 360-degree feature showing the team's training. The Land Rover Ben Ainslie Racing is a sailing team competing in this year's America's Cup taking place in Bermuda during the month of June.

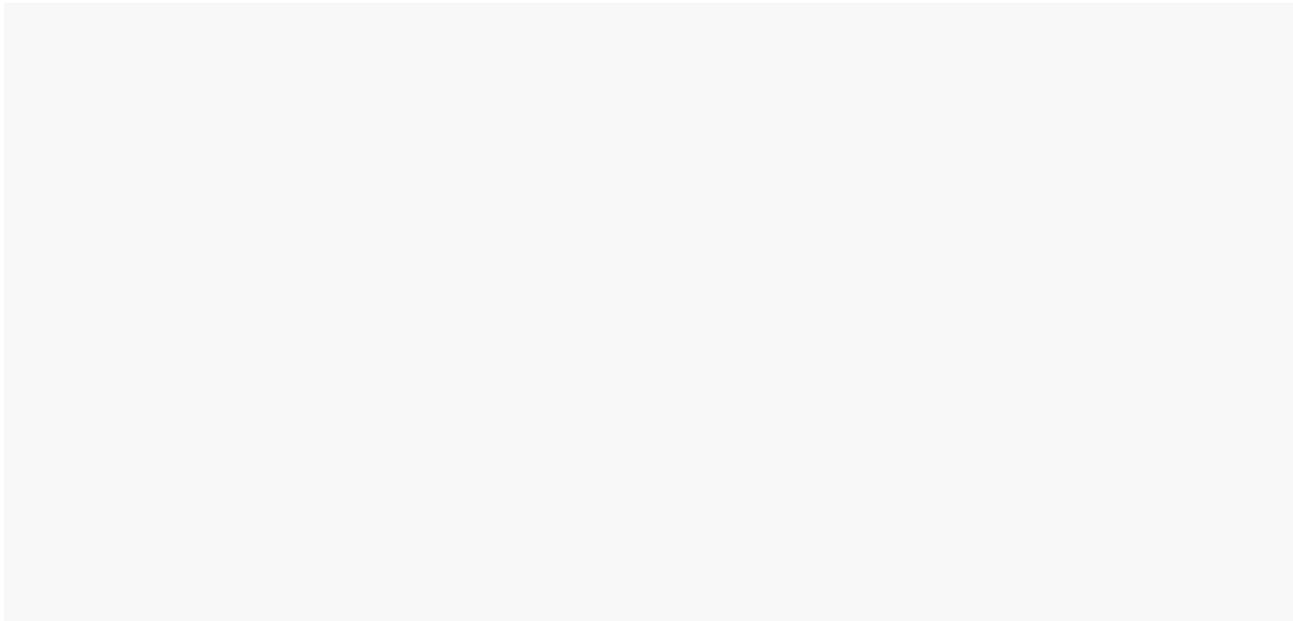
### Sailing with Land Rover

Land Rover is always looking to establish its brand as a tool for adventure seekers. Its partnership with the BAR team continues that lifestyle image.

"Above and Beyond" is the newest video from Land Rover, hoping to make a bigger impact with its sailing team. The video shows off the strength it takes to compete on its team.

The film starts with the team's captain getting into a Land Rover by a beautiful sea made of stunning green blue water.



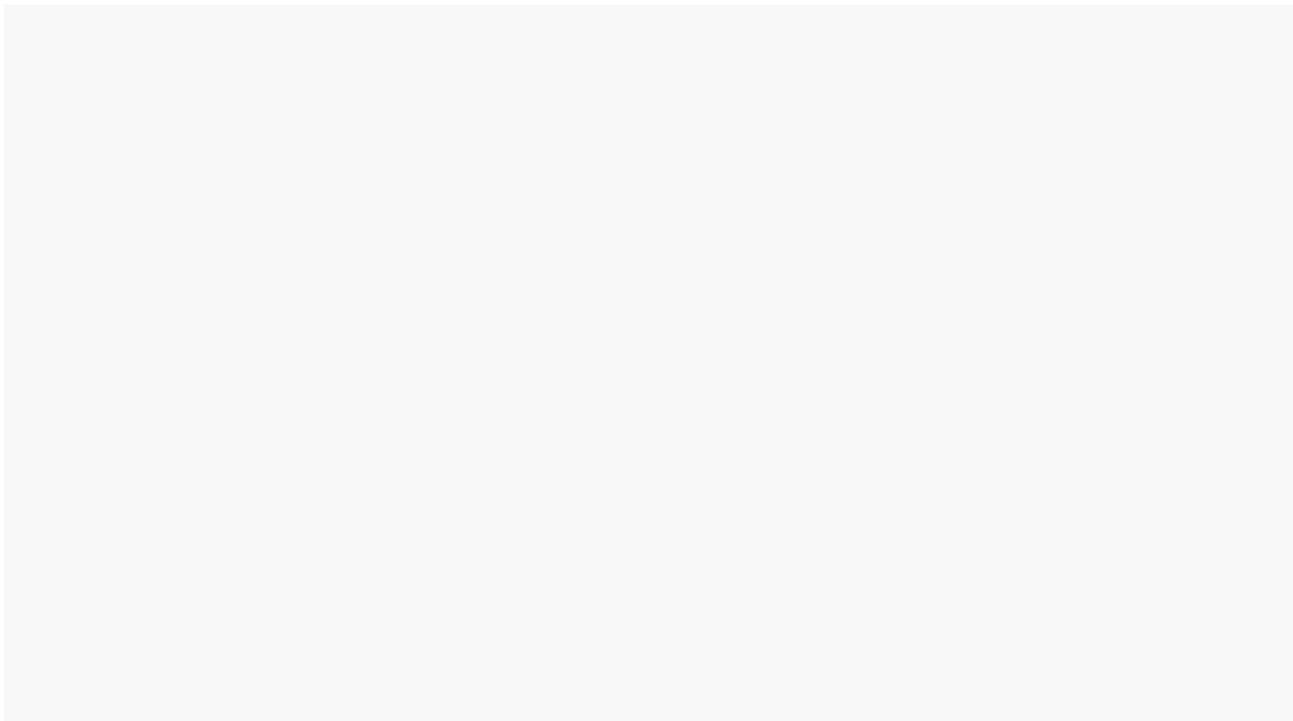


Good luck to @benainslie and @landroverbar in the 35th @americascup this Friday, with their first race pitting them up against @artemisracing #StopAtNothing

A post shared by Land Rover (@landrover) on May 24, 2017 at 9:41am PDT

From there, the video shows his drive to the team, in which viewers can move their mobile devices or click around to view the entire landscape. Interspersed with his drive is footage of sailing and his team training.

Land Rover BAR is then shown walking out to the sailboat to train in Bermuda, where the races are taking place. The 360-degree cameras show close angles of the team's struggle to be the fastest it can be on the water, while other footage shows couches close behind in a motorized boat.



Take flight in 360 as we go above and beyond in #Bermuda aboard the @landroverbar race boat. Click the link in our bio to watch in 360 now.

A post shared by Land Rover (@landrover) on May 24, 2017 at 5:07am PDT

One camera is even fashioned to one of the team member's helmets to increase the action.

Throughout the film, a score is played that resembles what a viewer would hear in an action film, heightening the drama.

### *Land Rover's Above and Beyond 360-degree video*

Land Rover videos

The Above and Beyond video comes along following another video from Land Rover featuring the BAR team.

Land Rover took consumers on an adventure, explored on a multitude of channels, with a television spot supported by live social video and virtual reality for a new design.

The new 2017 Discovery from Land Rover was revealed through a multi-platform campaign that brings users in on its adventure. The Land Rover BAR sailing team and television personality Josh Gates showed off a wide range of travel adventures as well as the new Discovery ([see more](#)).

Land Rover also made new models available to view in its showrooms in a faster timeframe with the help of virtual reality.

After piloting the technology for the launch of its F-Pace in the United Kingdom last year, the brand is using its virtual reality experience to introduce each of its 2017 models to consumers. Using a digital platform makes it easier for potential buyers to make a decision before a physical model has arrived at a point of sale ([see more](#)).

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