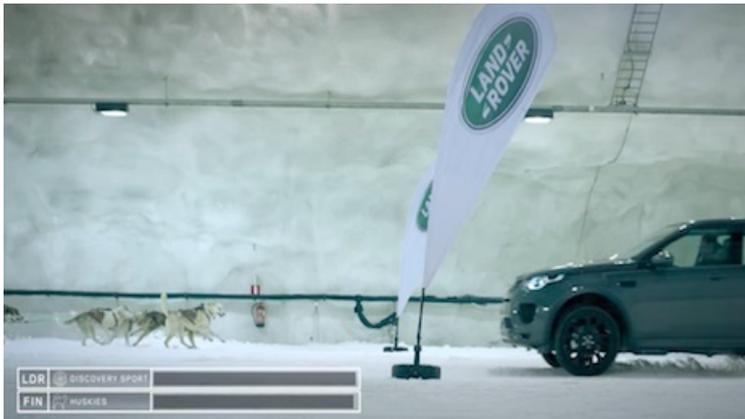


AUTOMOTIVE

Land Rover recruits Finnish sled dogs for winter race campaign

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Land Rover's Discovery Sport SUV raced a team of trained sled dogs. Image credit: Land Rover

By DANNY PARISI

British automaker Land Rover tested its Discovery Sport SUV's winter driving capabilities by pitting it in a race against a dog sledding team.

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The auto manufacturer traveled to Finland where its SUV model raced around a 1 kilometer underground snow tunnel track against an experienced team of Finnish sled dogs. The short film is meant to highlight the vehicle's ability to handle inclement weather as well as highlighting the grace and speed of Finnish sled dogs.

Winter race

Land Rover's Discovery Sport SUV is predicated on being a luxury vehicle that is still capable of handling high-stress situations.

Few situations are harder on a car performance-wise than driving safely through heavy snow.

To put the Discovery's capabilities to the test, Land Rover brought the car to an underground snow tunnel in Finland. During the summer, this underground track is one of the only places in Finland to have snow.

At the tunnel, the Discovery faced off against a team of trained Finnish sled dogs.

Karl Richards, a lead engineer at Land Rover, drove the Discovery against Laura Kriinen, a Finnish dog sledding champion and her team of dogs.



One of the Finnish sled dogs. Image credit: Land Rover

Since a car would have an unfair advantage against the dogs, the Discovery was made to negotiate several hazards during the race, including navigating over bumps and keeping from skidding through the snow.

While the dogs maintained an impressive speed, the Discovery Sport ultimately edged out and won the day.

The video of the race is meant as a testament to the Discovery's performance capabilities, highlighting its safety and speed even while navigating treacherous terrain.

Land Rover cites an estimated 50 percent of Land Rover customers who are dog owners as one of the inspirations for bringing in the team of canines for this marketing campaign.

Snowy conditions

Video has been an integral part of Land Rover's marketing over the past year. In fact, when the Discovery Sport SUV was first revealed, it came along with a series of video campaigns.

Land Rover took consumers on an adventure, explored through 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 story](#)).

Outside of video, Land Rover has begun experimenting with partnerships with other services.

Horsepower vs Dog Power

Ridesharing app Lyft has just secured a huge investment from Land Rover to the tune of \$25 million, suggesting that the relationship between luxury automotive brands and popular ridesharing services could expand.

Land Rover's investment made up a significant portion of Lyft's \$600 million total funding round. In addition to money, Land Rover will also be supplementing Lyft's fleet of cars with Jaguar and Land Rover vehicles as well as helping to test autonomous driving ([see story](#)).

But Land Rover's latest campaign is much simpler, taking an uncomplicated but unique look at the performance of the new vehicle by placing it in an interesting environment.