

AUTOMOTIVE

Land Rover recycles its waste with new program

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Land Rover looks to sustainability with Waste to Waves

By BRIELLE JAEKEL

In a tangible move, British automaker Jaguar Land Rover has created a product made purely from waste to shine a light on its sustainability efforts as the world turns toward eco-friendly practices.

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"Waste to Waves" is Land Rover's latest campaign spearheaded by English Women's Open Surfing champion surfer Lucy Campbell that supports the brand's zero waste strategy. To make a bigger impact with its campaign, Land Rover partnered with SkunkWorks Surf Co to create a surfboard made entirely out of recycled plastic.

"I'm a keen surfer so being able to create sustainable boards that can ride the waves is great," said Ricky Martin, cofounder of Skunkworks Surf Co. "When Jaguar Land Rover approached us with their idea of reusing polyurethane we couldn't wait to get started in helping reduce their waste a subject that is very close to my heart.

"It is so useful to get Lucy's feedback," he said. "Her experience riding some of the best waves around the globe will be invaluable as we continue to develop our processes."

Second life

Created from recycled plastic foam from early Land Rover models, the "Waste to Waves" project looks to shine a light on sustainability with a completely recycled surfboard.



SkunkWorks Surf Co creates recycled surfboard

Land Rover is hoping to continue making surfboards and paddleboards out of polyurethane used in early vehicles to continue its "second life" initiative.

Ms. Campbell, as the face of the campaign, has tested the surfboard in a video campaign for Land Rover, in which she also tests out the Discovery Sport. The board was made personalized for her with her specific-needed dimensions, 5'7 x 18 3/8 x 2 3/16.

The board has carbon fibre rails from the nose and a carbon strip from the tail. The design has significant strength but allows for flexible high-powered maneuvers.

Land Rover revealed the surfboard at its Tech Fest this past weekend on Sept. 8 to Sept. 10 at Central Saint Martins, University of the Arts London.

In the video showing off the new project, Ms. Campbell can be heard saying, "[The sea] is definitely something we need to work to protect." Her words can be heard as footage of workers taking apart an old Land Rover is shown cut between Ms. Campbell grabbing her board from the Land Rover Discovery in Whiterocks beach, Northern Ireland.

The film ends with footage of her riding the board on the ocean.

#LandRover launches surfboard for the "Waste to Waves" project. Find out more:
<https://t.co/PMhAT4eiwW> #JLRTechFest pic.twitter.com/J1OpuTgf2c

Land Rover (@LandRover) September 8, 2017

Ms. Campbell's board will be the first of many. The automaker plans on using the polyurethane that Land Rover uses to make life-sized models of its vehicles during the design process for future sustainable boards.

Sustainability in Jaguar

Jaguar Land Rover has been working more towards sustainability as the world becomes more interested in saving the earth. The brand also just announced that from 2020, all new models in its line-up will be electrified.

The automaker made the announcement Sept. 7 during its inaugural Tech Fest, a series of debates and exhibitions about mobility's future. Jaguar is not alone in its electric vehicle pledge, as many automakers in the mass and luxury space have developed models that will lessen environmental impact ([see more](#)).

In another heartfelt campaign the looks to real people similar to Ms. Campbell's appearance, Jaguar took a trip to two towns, Dull, Scotland and Boring, OR to bring some excitement with its latest vehicles.

The towns of Dull and Boring are real places with not much going on that provide the landscape for Jaguar's latest spot. The vignette surprises citizens from these two towns, who claim life is monotonous where they live, by letting them take a joy ride in the F-Type ([see more](#)).

"When I first heard about this project I was so excited to be a part of it," said Lucy Campbell, brand ambassador for Land Rover and pro-surfer. "The ocean is a big part of my life so helping to raise awareness of the need to preserve

it is so important to me.

"I didn't know much about the car design process and it's been fascinating to learn about how Jaguar Land Rover is giving a second life' to its materials in this way. Getting out into the water and trying the board out for the first time was awesome," she said.

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