

AUTOMOTIVE

## Jaguar Land Rover helps bring Bond experience to life

April 13, 2018



*Jaguar Land Rover is partnering with 007 Elements. Image courtesy of Jaguar Land Rover*

By STAFF REPORTS

British automaker Jaguar Land Rover is taking its affiliation with the James Bond movie franchise beyond the screen by sponsoring a cinematic installation in the Austrian Alps.

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As a partner of 007 Elements, the first interactive Bond experience, Jaguar Land Rover will showcase its latest technology. Nine of the automaker's vehicles have appeared in Bond films since 1983, when its Range Rover Classic was seen in "Octopussy," allowing the brand to associate itself with the iconic spy.

### Sharing a Bond

Jaguar Land Rover has linked with 007 Elements for a three-year partnership. Located in Sölden, Austria, the installation is situated 10,000 feet above sea level atop a mountain next to the ice Q restaurant that served as the set for the Höffler Klinik in "Spectre."



*007 Elements is situated on a mountain top. Image courtesy of Jaguar Land Rover*

At the immersive exhibit, Jaguar Land Rover will showcase its Land Rover Defender and Range Rover Sport SVR

models that were used in the filming of Spectre. The company will also share its latest technology, including artificial intelligence systems and a lithium-ion battery from its electric I-Pace SUV that powered the concept C-X75 model used in a chase scene in the film.

The installation is the brainchild of creative director Neal Callow, who was the art director on Spectre as well as other Bond films including "Casino Royale" and "Skyfall," and Tino Schaefer, head of design at Optimist Inc., and his team. With the experience, opening to the public on July 12, the creators aim to place visitors into the Bond world and educate them on how it comes together.

"From one British icon to another, Jaguar Land Rover is proud to be part of 007 Elements, the new James Bond experience," said Mark Cameron, experiential marketing director for Jaguar Land Rover, in a statement. "We have collaborated with EON Productions and Cable Car Companies Slden to showcase our Bond vehicles and latest technologies in this unique installation overlooking the tztal Alps."

"Spectre," the 24th entry in the James Bond film franchise, made a host of chosen brands eager to offer consumers a Bond moment of their own.

From sharp suits to fast cars and equally flashy watches, the British spy, who has been raking in cash at the box-office for more than 50 years, has become something of a style icon for young males across the globe ([see story](#)).

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