

AUTOMOTIVE

Land Rover produces milestone celebration, leveraging digital as a content tool

May 2, 2018



World Land Rover Day looks at its historic past. Image credit: Land Rover.

By BRIELLE JAEKEL

British automaker Land Rover is gathering its fans around screens in a special effort that follows the evolution of not only its brand but also the content shift from television to the Internet.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

In honor of World Land Rover Day, the brand is celebrating its 70-year birthday with a special broadcast on its YouTube channel. Various content throughout a multitude of channels is supporting the new holiday and its broadcast.

"Land Rover was born with the launch of a single vehicle," said Prof Dr. Ralf Speth, CEO of Jaguar Land Rover. "Today our family of SUVs is testament to the pioneering spirit of innovation that has characterized Land Rover for seven decades."

Innovation and history

Land Rover is celebrating its history with a chronicled look back at its past and innovations.

Aired on the automaker's YouTube channel on April 30, the broadcast spotlights models, cars and individuals who are important to Land Rover's history.

Hosted by automotive experts Quentin Wilson and Andy Jay, the celebration takes place at Land Rover's restoration facility Classic Works in the United Kingdom.

Our beloved prototype "number 7" is 70 today! We even found the original document showing it being despatched. This car then made its way to the Amsterdam motor show to be part of the official Land Rover launch on 30th April 1948 [#LandRover](#) [#LandRover70years](#) [#SeriesI](#)
pic.twitter.com/P1eSC42QrK

After a brief history overview, prototype number seven kicks off the broadcast, as it was one of the first three Land Rover vehicles displayed at its launch in 1948 at Amsterdam Motor Show. While standing next to the antique car, Mr. Wilson explains that the vehicle mysteriously went missing for 60 years.

Land Rover will be restoring the vehicle at the facility where the broadcast was recorded.

British travel writer Barbara Toy is then spotlighted on the broadcast, as Mr. Wilson tells the story of Ms. Toy traveling the world in Land Rover vehicles.

The broadcast continues to explain the history of Land Rover, discussing the invention of the SUV with Range Rover and the continuing evolution of the iconic Defender model.

Land Rover also spotlights other individuals who broke records by driving Land Rover vehicles across the world in various expeditions, including past and present.

The automaker also shows various aspects of its business behind the scenes, including scientific research on the creations of its materials and technologies.

Land Rover's broadcast finishes with its current innovations, an overview of other important individuals and a look at World Land Rover Day around the world.

World Land Rover Day celebration

Land Rover business

The British automaker also recently took its affiliation with the James Bond movie franchise beyond the screen by sponsoring a cinematic installation in the Austrian Alps.

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 ([see more](#)).

As Land Rover celebrates its 70th, the occasion expands beyond its own efforts. Marking the 70-year milestone since the first Land Rover was introduced, a new event plans to bring the automaker's enthusiasts together to celebrate the marque's history.

Land Rover Legends will be held on May 26 to 27, 2018 at Bicester Heritage, gathering auto connoisseurs, collectors and restorers to the Bicester, Britain campus. Events serve as a means for automotive fans to explore a favorite brand in-person, building a sense of community as those with shared interests meet up ([see story](#)).

"Our family of Defender, Discovery and Range Rover models provides unrivaled capability, versatility and luxury, giving us the perfect foundation for another 70 years of success," Mr. Speth said. "Land Rover is so much more than just the most capable all-terrain vehicles.

"It connects people through a passion for adventure and making more of our world. From our employees to customers and enthusiasts, this is the family that makes Land Rover special."