

AUTOMOTIVE

Land Rover exhibits its inner child and adventurous side

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Land Rover celebrates its inner child

By BRIELLE JAEKEL

British automaker Land Rover is spotlighting its brand's historic 70 years by catering to the child inside consumers, manifesting how the marque is still young at heart despite its veteran status.

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Land Rover is rolling out a multitude of celebrations and content surrounding its 70th birthday. In a new film, "70 Years Young" the automaker looks to children to remind drivers to have fun, aligning the thought of driving its vehicles with pleasure.

"This milestone is important because it cements Land Rover's legacy as standing the test of time from both a brand perspective and for the enduring nature of their vehicles," said Julie Blackley, communications manager at **iSeeCars**, Woburn, MA.

70 years young

"When we're young, we're all adventurous," says a young girl standing in a field before running off, starting off Land Rover's film.

"We want to climb things," says another young child while climbing a wall. Other kids chime in, saying, "Explore things," "smell things," "ask questions," and "try stuff."

After 70 years of adventure we're still young inside. Watch the full film: <https://t.co/6fohV3EAMF>
[#LandRover70Years](https://twitter.com/o7L7aefpvk) [pic.twitter.com/o7L7aefpvk](https://twitter.com/o7L7aefpvk)

Land Rover (@LandRover) **May 1, 2018**

A diverse range of young adults and children are shown, hoping to remind viewers of what it was like to be a curious child.

"What happened?" they ask viewers.

Work, grocery shopping and discussing the economy should be traded to be more curious and "stop being so boring."

The kids continue to egg adults on to join them in the fun as they play basketball, make believe, roll around in the mud, wrestle and jump on couches.

"We've all got to grow up," one says to the camera.

"But that does not mean we have to grow old inside," says another, before text appears reading, "70 years young."

Land Rover's "70 Years Young"

Land Rover released another film week of its anniversary celebration focusing on its adventure.

"The Spirit of Adventure" showcases a series of explorers who worked with Land Rover to reach new places and break records with the brand's vehicles.

They talk about the drive behind their explorations and the love they had for their Land Rover vehicles, as the film reunites them with the very same cars they journeyed in so long ago.

A team member from the Oxford & Cambridge Far Eastern Expedition explains the story behind his journey 62 years ago in which they traveled from Europe to Singapore by land, a feat that no one had ever done before.

Alaska to Cape Horn, a 17,084-mile journey, was another Land Rover journey detailed in the film, as well as the Camel Trophy route in 1989.

Land Rover "The Spirit of Adventure"

Celebrating 70 years

Land Rover also gathered 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.

In honor of World Land Rover Day, the brand celebrated 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 ([see more](#)).

Amongst its 70th year, the automaker has invested \$30 million in a new North American headquarters, which is opening with a series of events that foster growth.

Jaguar Land Rover opens its new headquarters in Mahwah, NJ with a focus on development through a product research and training center. The opening was held in tandem with the International New York Auto Show ([see more](#)).

"The video is unique because it doesn't show the vehicle, which especially surprising given Land Rover's iconic nature," Ms. Blackley said.