

AUTOMOTIVE

Land Rover reaches new heights with rocky adventure

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Image credit: Land Rover

By SARAH RAMIREZ

British automaker Land Rover is celebrating 70 years of all-terrain adventure via a journey through the Himalayas with a caravan of classic Land Rover models.

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A short film, "The Land of Land Rovers," follows the long, winding trip many locals in rural West Bengal, India must undertake. The community has come to rely on Land Rovers to handle the road conditions because of the vehicles' versatility and longevity.

[Land Rover](#) was reached for comment.

Treacherous trip

The video begins in Maneybhanjang, a remote village near the India-Nepal border that sits at an altitude of 1,523 meters, or almost 5,000 feet. While a far cry from the more upscale adventure associated with Land Rover, the town is home to a fleet of 42 Series Land Rover models.

These vintage vehicles serve as the main transportation uphill, and the rural village relies on the fleet to connect the community to the outside world.

Land of Land Rovers follows a group who travel to a hilltop village in the Himalayas

Both residents and local Land Rover drivers are interviewed for the film. They reiterate how Land Rovers are the only vehicles trusted to trek uphill to Sandakphu, at the base of the Himalayas.

The 31-km, or 19-mile, journey between Maneybhanjang and Sandakphu takes about four hours. The elevation climbs more than 2,000 meters, or 6,600 feet, during the steep drive.

As footage of the journey is shown, the drivers explain why decades-old Land Rovers are the best choice for the community.



Image credit: Land Rover

"Now there are a lot of cars that come with a lot of complexity," one driver says. "I like the simplicity of the oldest one."

A 1957 Land Rover is the oldest in the fleet, underscoring how long-lasting the vehicles can be. The Land Rovers are routinely tested with heavy rain and winding, unpaved roads.

The film ends once the drivers arrive at Sandakphu, revealing the stunning landscape of the Himalayan mountain range. The dramatic view captures the sense of adventure associated with Land Rover.

Adventurous initiatives

Land Rover continues to celebrate its past, present and future with anniversary initiatives showcasing the brand's appreciation for adventure.

As part of its 70th anniversary celebrations, Land Rover has forged a partnership with geocoding solution what3words to help medical response teams locate remote addresses. Land Rover's expert Experience drivers and volunteers traveled across Mull, a remote Scottish island, to deliver special three-word address plates created by what3words as part of the project ([see story](#)).

The automaker has also released advertisements with a nod to the future generation of adventurous drivers.

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. Another film, "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 ([see story](#)).

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