

AUTOMOTIVE

Land Rover caters to pet lovers with vehicle enhancements

August 28, 2018



Land Rover offers Pet Packs for dog owners. Image credit: Land Rover

By STAFF REPORTS

British automaker Land Rover is leaning into consumers' excitement over their pets with a special vehicle package to make it easier to travel with furry companions.

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The automaker is providing a range of what it calls Pet Packs that transform consumers' vehicles into a pet-friendly form of transportation that keeps the car clean. Land Rover will provide these packs as options for any of its vehicles this upcoming winter.

Pet friendly driving

Land Rover drivers ordering new vehicles this upcoming winter will now have the option to include a Pet Pack in their cars.

The pack includes options such as a quilted liner to protect the vehicle from scratches and dirt that can come from animals riding in the car, an access ramp for convenient in-and-out, a carrier, a spill-resistant bowl and a rinse system to help clean.

These items are also available for individual purchase from Land Rover.

"Land Rover is all about enjoying the great outdoors and that goes hand-in-hand with dog ownership for many customers," said Finbar McFall, product marketing director at Jaguar Land Rover, in a statement. "Our customers told us that the comfort of their dogs on car journeys is crucial.

"They are part of the family and we recognize that," he said.



The Pet Pack offers a portable rinse station. Image credit: Land Rover

Land Rover has a long history of catering to animal lovers.

The British automaker recently created a spot that looks to man's best friend to show that even animals love its vehicles.

Touting its accessories Pet Pack, Land Rover's vignette in the United Kingdom showed a playful and adorable narrative of two crafty canines and their adventure to ride in the family vehicle. The automaker has shown that while a dog is man's best friend, a Land Rover is a dog's best friend ([see story](#)).

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