

AUTOMOTIVE

Land Rover makes futuristic appearance in new television series

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Image courtesy of Land Rover

By SARAH RAMIREZ

British automaker Land Rover will have a supporting role in a new science-fiction television series that is now streaming.

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Set in the near-future, Hulu's drama series "The First" will feature a series of futurized Range Rover Sports created by the Land Rover Design team. While the show's Range Rovers are creative props that will not be available for purchase, the product placement will expose the car brand to a wide audience.

"Land Rover benefits from this product placement because it showcases Land Rover's vision for the future and portrays the automaker as a trailblazer," said Julie Blackley, communications manager at [iSeeCars](#), Woburn, MA. "Even though it is a futuristic vehicle, consumers will associate Land Rover with this cutting-edge technology and it will raise the visibility of the car as a result."

New adventures

"The First," which takes place in the 2030s, is about an astronaut crew attempting to become the first people to colonize Mars.

The Range Rover Sport is the vehicle of choice for the visionary CEO of a commercial launch provider, portrayed by British actress Natascha McElhone.

Land Rover-branded trailer for The First

Land Rover Design collaborated with Westward Productions and Hulu to create an updated prototype of the Range Rover Sport for the drama series. Some of the more imaginative features were added to the vehicle in post-production.

The 2030's version of the Range Rover sport is fully electric with autonomous driving options and an aerodynamic build. It also has an exterior Smart Light Bar, a 360-degree sensor mechanism that allows the driver to communicate with other vehicles and read road surfaces.

Inside, the interior can change depending on drivers' individual needs and comfort levels. A wraparound privacy glass can change transparency as well.



Land Rover has a role on a new TV show. Image courtesy of Land Rover

While these features are not necessarily indicative of what is in development at Land Rover, they are befitting of a car for a forward-thinking space CEO. Moreover, the inclusion of Land Rover in the sci-fi drama supports the brand's adventurous and innovative reputation.

All episodes of the premiere season of "The First" are available to stream on Hulu as of Sept. 14.

Automotive placement

Product placement has been a popular tradition for many luxury carmakers, especially since vehicles can be seamlessly woven into narratives while still drawing attention to their performance and features.

Earlier this summer, German automaker BMW returned to the silver screen as the exclusive automotive partner for the newest installment of the "Mission: Impossible" film franchise. BMW cars and motorcycles have appeared in the action series since 2011 ([see story](#)).

Audi also showed off its latest artificial intelligence features on the big screen, aligning its technology with the 2017 superhero film "Spider-Man: Homecoming."

The movie was the first time that consumers could see the Audi A8 sedan in action. Audi frequently turns to product placement in action franchises to solidify its vehicles' innovation and performance ([see story](#)).

"While automotive product placements have become common in television shows, this is unique in that it features a futuristic version of the Land Rover Sport to fit in with the show that takes place in the 2030s," Ms. Blackley said.