

AUTOMOTIVE

## Land Rover embraces sense of discovery with family adventure

September 25, 2018



*Land Rover's newest adventure takes place on the Irish coast. Image credit: Land Rover*

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By SARAH RAMIREZ

British automaker Land Rover is enlisting one of its ambassadors to show how its vehicles enable exploration.

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British TV broadcaster and marine biologist Monty Halls shared his family vacation in remote parts of Ireland, all while showcasing the safety and versatility of the Land Rover Discovery. As other luxury car manufacturers emphasize history and craftsmanship, Land Rover highlights those same qualities in more practical and attainable situations.

### Discovering Donegal

Land Rover's new video series, titled "Discovering Donegal with Monty Halls," emulates the excursion programming Mr. Halls is known for in the United Kingdom.

The Halls family explores northwest Ireland with the help of a Land Rover Discovery, which allows them to traverse different landscapes.

### *Land Rover ambassador Monty Halls relies on the Discovery for his family vacations*

Sweeping shots of the mountains and sea are accompanied by Mr. Halls' narration. These pristine examples of nature reflect Land Rover's reputation of adventure and environmental awareness.

When traveling in a remote area such as Donegal, it is important to have a reliable source of transportation.

"I always felt very happy and very comfortable I could get pretty much anywhere I wanted in the Discovery," Mr. Halls says in the first video, The Realm of Senses. "A lot of the time you're driving on single-track roads so the vehicle needs to have that off-road heritage."

Mr. Halls is seen driving the Land Rover Discovery down steep roads, across shallow creeks and more dirt roads, before arriving at the coastline. The family kayaks and rock climbs together, presenting an aspirational image of an adventurous nuclear family.



*The new Land Rover campaign emphasizes safety and family values. Image credit: Land Rover*

In episode two, The Wild Atlantic Way, more emphasis is placed on the Discovery's technology. Mr. Halls uses the Land Rover's automated, hands-free driving assistance to reverse a boat trailer into the water.

However, the vehicle's safety is again highlighted in the context of family.

"When you've got your two little girls in the back and your wife sitting next to you, it is really significant to know that you're safe," Mr. Halls says.

#### Road tested

Land Rover knows that for many drivers, pets are also considered family members. The marque is leaning into consumers' excitement over their pets with a special vehicle package to make it easier to travel with furry companions.

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 ([see story](#)).

Land Rover also consistently demonstrates its vehicles' versatility amid challenging landscapes in different campaigns.

Recently, Land Rover celebrated 70 years of all-terrain adventure via a journey through the Himalayas with a caravan of classic Land Rover models.

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 ([see story](#)).