

AUTOMOTIVE

## Land Rover highlights humanitarian efforts with the Red Cross

October 4, 2018



*Image credit: Land Rover*

By SARAH RAMIREZ

British automaker Land Rover is reinvigorating its longtime partnership with the Red Cross through more technologically-advanced vehicles.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

A customized Land Rover Discovery is featured in a short film that follows a simulated rescue mission. By drawing attention to its affiliations with various humanitarian organizations, Land Rover emphasizes the reliability of its vehicles while portraying itself as socially conscious.

### Rescue mission

Land Rover has worked with the Red Cross since 1954 to assist with disaster recovery in 25 countries. The Discovery Emergency Response was developed by Special Vehicle Operations to better support rescue and recovery efforts in remote areas.

Land Rover Ambassador Ed Stafford appears in a video explaining the vehicle's development and demonstrating its capabilities in a training exercise.

*A state-of-the-art Land Rover Discovery was developed by Special Vehicle Operations*

The team's mission is to rescue a mountain biker who crashed in a forest.

Mr. Stafford turns on the Discovery's blue lights and sirens to help the rescue team circumvent any traffic and arrive at the scene quicker. Included in its customizations are multiple radio systems and other advanced equipment.

To better locate people who need help, the Discovery Emergency Response also comes with a drone equipped with thermal imaging and GPS technology.

They also drive through a rocky terrain to reach a wooded area, something the Discovery is suited for with its off-roading capabilities.



*Image credit: Land Rover*

Once the team arrives at the location, they unload the emergency equipment. Mr. Stafford flies the drone and the injured biker is located so he can be helped.

The Discovery was most recently featured in a new video series, titled "Discovering Donegal with Monty Halls," in which British TV broadcaster and marine biologist Monty Halls shared his family vacation in remote parts of Ireland, all while showcasing the vehicle's safety and versatility ([see story](#)).

#### Human connections

As part of its 70th anniversary celebrations, Land Rover has also 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. A short film gave viewers an in-depth look at the impact the collaboration has on residents of Mull ([see story](#)).

The automaker was also among the luxury brands partnering with the Tusk Rhino Trail arts initiative in another show of Land Rover's commitment to philanthropy.

Unique rhino sculptures were displayed at iconic London sites, including Trafalgar Square and Covent Garden, through World Rhino Day. Fans were encouraged to use Land Rover philanthropy partner, geolocation software what3words, to find all of the rhino installations.

Each of the 21 rhinos were designed by a wide range of artists and designers. Land Rover's chief design officer, Gerry McGovern, designed the brand's rhino statue ([see story](#)).

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.