

AUTOMOTIVE

Land Rover creates moving soundtrack with award-winning composer

October 15, 2018



Composer Hans Zimmer for Land Rover. Image credit: Land Rover

By SARAH RAMIREZ

British automaker Land Rover is blending together adventure and music with the help of a masterful ambassador.

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

Composer Hans Zimmer created a musical score inspired by a drive in a 2018 Range Rover along the Angeles Crest Highway. While adventure is central to Land Rover's brand messaging, this is a more upscale take for the automaker as it captures the emotion of riding in its vehicles.

"[The campaign] delivers a visually enticing and breath-taking experience," said Carrie McIlveen, global director of marketing at [Metia](#). "It's not selling features and benefits it makes you feel and hear the sound of the experience."

Ms. McIlveen is not affiliated with Land Rover but agreed to comment as an industry expert.

Musical drive

In "Scoring the Drive," the trip through California's majestic mountains serves as a blank slate for Mr. Zimmer's new composition.

Land Rover's campaign film begins with Mr. Zimmer taking photographs at a mountain viewpoint. At the beginning, the only sound is Mr. Zimmer's voiceover accompanied by the music of nature.

After snapping some photos, Mr. Zimmer climbs into the silver Range Rover to continue his drive. When the car door slams, his original musical composition slowly begins.

Hans Zimmer created a unique score inspired by a drive in a Land Rover Range Rover

As Mr. Zimmer explains his creative process, ominous beats accompany the highway's most treacherous areas. The score really begins to pick up tempo when the viewer sees him starting the Range Rover.

Scenes of the composer at work are juxtaposed with him on the road. His intention is to pair musical notes with moments from the drive.

For instance, as Mr. Zimmer drives uphill, the beat of the score quickens. Aerial views of the snowy mountains are

matched with soaring orchestral music.



Hans Zimmer drove the Range Rover on the Angeles Crest Highway. Image credit: Land Rover

As the Range Rover literally drives towards the light at the end of the tunnel, the music captures the feeling of a grand reveal.

The musical majesty seamlessly ties into the emotions of a scenic and exciting drive in a Land Rover.

Automotive adventures

Adventure and versatility are key to Land Rover's identity.

The automaker recently had another of its ambassadors show how its vehicles enable exploration.

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.

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 ([see story](#)).

For an additional historical perspective, 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](#)).

"[The automaker] shows the depth and emotion of owning a Land Rover a visceral driving experience," Ms. McIlveen said.

© 2020 Napean LLC. All rights reserved.

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