

AUTOMOTIVE

Land Rover appeals to city drivers with redesigned Evoque

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The redesigned Range Rover Evoque. Image credit: Land Rover

By SARAH RAMIREZ

British automaker Jaguar Land Rover is promoting its redesigned Range Rover Evoque with a tech-centric campaign aimed at urban, environmentally conscious drivers.

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The updated luxury compact SUV features a mild-hybrid system and responsibly sourced materials. As drivers change their car-buying habits, premium automakers continue to adjust their vehicle offerings by offering subscription services and more eco-friendly options.

"The new Range Rover Evoque is a sophisticated evolution of the original model, and offers something truly unique to today's customers by combining unrivalled Range Rover heritage with cutting-edge technology," said Leah Watkins-Hall, national corporate and brand communications manager at [Jaguar Land Rover North America](#), Mahwah, NJ.

Evoque evolution

The Range Rover Evoque includes a 48V battery that helps reduce fuel consumption by up to 6 percent.

To help lower emissions, the Evoque's engine shuts off at speeds below 11 mph – making it appealing to those driving in city environments. A plug-in hybrid option will be introduced next year.



The interior of a Range Rover Evoque. Image credit: Land Rover

More than 35 pounds, or 16 kilograms, of recycled materials are used throughout the Evoque, including plastic used in the wheel arches and carpets. Alternatives to leather seats include Kvadrat, which is made with recycled plastic bottles, and plant-based fiber eucalyptus melange.

Among the more innovative features are built-in cameras that offer drivers views of the ground underneath the car as well as cameras mounted on the door mirrors and grille, for 360 degree exposure. The Evoque is also capable of parallel parking on its own, another selling point for urban drivers.

The Evoque's exterior design has been simplified and streamlined, reflecting today's favored minimalist style. While a lengthened wheelbase has increased interior storage room, flush door handles, slim LED headlights and reduced exterior panel gaps give the compact SUV a more modern look.

Embedded Video: <https://www.youtube.com/embed/lb3JyTzgEU4>

New video campaign for the Range Rover Evoque

In a new short film sharing the redesigned Evoque, Land Rover steps away from its usual adventure-oriented narratives. Electronic music and bold colors dominate the film, though it still features footage of the Evoque off-roading.

To further engage city dwellers before the SUV's launch, Land Rover also installed full-scale wire sculptures of the Evoque throughout London.

"The campaign is a reflection of the creative design aesthetic that the Land Rover brand continues to bring to every new vehicle," Ms. Watkins-Hall said.

Land Rover developments

Jaguar Land Rover has focused on sustainability and innovation for a long time.

Earlier this year, the automaker invested \$30 million in a new North American headquarters, with a focus on development through a product research and training center.

The company is keeping all of its services with in-state vendors such as a local farm-to-table food vendor, local coffee and eco-friendly recyclable paper products. In keeping with its commitment to the future and innovation with EV, the facility is also fitted with electric vehicle chargers ([see story](#)).

A new project is helping Jaguar Land Rover take autonomous innovation to new terrain and advance the driverless technology industry.

The automaker is working on all-terrain and off-roading driverless sport utility vehicles in what it has named project Cortex. Land Rover has stated that the technology could possibly reach level 5 and be capable in all weather ([see story](#)).