

AUTOMOTIVE

Land Rover brings back a beloved model

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Land Rover teases the design of the next generation Defender. Image credit: Jaguar Land Rover

By STAFF REPORTS

British automaker Land Rover is preparing for a vehicle release in 2020 by ramping up testing capabilities.

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The automaker plans to release a new generation Defender in the United States and Canada, and has sent teams to test out common terrain in the region. Land Rover has stated that this will be its most off-road capable vehicle to date.

Defending Land Rover

Land Rover will roll out the next generation Defender to customers in the year 2020.

The vehicle is said to be able to operate in temperatures ranging from -40 degrees Fahrenheit to 120.

“There are a handful of automobiles that are beloved around the world and stand for a brand, a country and a distinct way of life,” said Kim McCullough, vice president of marketing for Jaguar Land Rover North America in a statement. “The Land Rover Defender is such a singular vehicle

“On behalf of Land Rover and our retailers, we are proud to announce the voices of American and Canadian customers has been heard: The all new Defender will be for sale here starting in 2020,” she said. “This announcement is a holiday gift to our Defender fans in North America and a hint of what’s to come in the New Year.”



Land Rover wrapped the vehicle to keep its design a secret. Image credit: Jaguar Land Rover

Land Rover is hoping to capitalize on the cult-like following of its Defender for the new release. While the design of the vehicle has remained largely unchanged, the automaker has created a new exterior and interior that accentuates the best features of the car.

Jaguar Land Rover marked its seven-decade milestone in print last year in regards to the Defender.

As the brand gears up for its 70th anniversary celebration in 2018, a new book titled “Icon” delves into the automaker’s Series and Defender 4x4 models. The Defender is no longer a part of the Land Rover line up, but the model holds a significant place in the brand’s history as its original vehicle (see story).

Since its retiring, Land Rove hopes to make the Defender’s return extremely impactful.

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