

AUTOMOTIVE

Land Rover brings its all-terrain capabilities to the city

February 22, 2019



The Range Rover Evoque shows off its all-terrain capabilities. Image credit: Land Rover

By SARAH RAMIREZ

British automaker Land Rover is reinforcing how its compact SUV retains the marque's adventurous nature in a new video campaign.

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The redesigned Range Rover Evoque is one of the latest offerings from a premium automaker that is intended to appeal to both city drivers and affluents looking for a versatile sport utility vehicle. As Land Rover diversifies, it is reminding drivers that all of its vehicles still have part of the brand's DNA, including all-terrain capabilities.

"The Evoque has been a massive hit globally for Jaguar Land Rover and this new second generation model will look to carry on its predecessor's success," said David Undercoffler, editor in chief of [Autolist](#), San Francisco. "A key to that success has been urban buyers – nearly three-quarters of Evoque owners live in cities – so it makes sense that Land Rover would continue to market to this group.

"It's also been a huge hit with female buyers, first-timers to the JLR brands and younger buyers under 35," he said "Thus, you see all three groups represented in the ad."

Mr. Undercoffler is not affiliated with Land Rover, but agreed to comment as an industry expert. [Land Rover](#) was reached for comment.

Seeing signs

Advertised to urban, environmentally conscious drivers, Land Rover's updated Evoque features a mild-hybrid system and responsibly sourced materials.

To help lower emissions, the Evoque's engine shuts off at speeds below 11mph, making it appealing to those driving in city environments. The SUV is also capable of parallel parking on its own, another selling point for urban drivers ([see story](#)).

Embedded Video: <https://www.youtube.com/embed/SHYb-nUEgcc>

The Evoque conquers city obstacles

“Warning Signs” begins in a classic city traffic jam. A cheerful and whimsical melody plays throughout the short.

As drivers honk and wait for road construction to be cleared, a dark gray Evoque weaves past them.

With pedestrians watching, the Evoque skillfully drives over the bumpy road obstacle, demonstrating its off-roading capabilities. For a brief moment, the SUV is framed by red, triangle-shaped barriers, and a camera shutter is heard capturing the freeze frame.

The red triangular frame resembles the standard British sign for a road warning.

Next, the Evoque conquers a higher hill obstacle by the city’s riverfront. Onlookers pause and marvel as the vehicle does not hesitate to drive over the dirt hill.

When the Evoque begins its climb, it is once again framed by a warning sign, and the image pauses to the sound of a camera shutter.

After night falls, the driver prepares to back into a parking space. Looking into the rearview mirror, a deer appears.

This time, it is the deer that is inside the warning sign.

“This spot captures the Land Rover brand by paying homage to its considerable off-road heritage while presenting the Evoque in its home territory: the city,” Mr. Undercoffler said. “The spot shows the Evoque as a compact and agile crossover that also packs impressive capabilities.”

SUV strength

Sales of sport utility vehicles dominated the luxury car market in 2018.

More than six in 10 of the luxury cars sold were SUVs, according to a report from Edmunds.

Traditionally, luxury automakers have differentiated themselves from mass-market brands with better performance and styling. With SUVs, however, handling and horsepower are of lesser importance, which lowers the premium added to the high-end options ([see story](#)).

Other premium automakers are also targeting city drivers, especially as luxury SUVs grow in popularity.

For instance, Toyota Corp.’s Lexus is appealing to urban affluents with a new crossover and a corresponding campaign that encourages drivers to push boundaries.

The crossover was developed with city dwellers in mind, as many younger affluents flock to urban centers and delay car ownership. The UX – so named as a combination of urban and crossover – originated as a concept car for Lexus several years ago ([see story](#)).

“Long before SUVs became popular with mainstream buyers, Land Rover had created its image around its vehicles’ capabilities,” Autolist’s Mr. Undercoffler said. “Transferring that considerable heritage to a modern setting with a modern vehicle is something only Land Rover can do, a fact they wisely took advantage of.”