

AUTOMOTIVE

Range Rover becomes dog's daydream in Evoque effort

April 12, 2019



Still from Land Rover's film. Image credit: Land Rover

By STAFF REPORTS

British automaker Land Rover is pointing to its pet-friendly Range Rover Evoque features in a short that takes a pooch's point of view.

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

"A Dog's Dream" shows a four-legged protagonist imagining the trips he would take in the car. Pet owners care strongly about the comfort and happiness of their animals, something that Land Rover is leaning into in a playful spot.

Range Rover for rover

Land Rover's film opens as a dog is seated in a city apartment looking out the window. When an Evoque comes into view, its eyes widen.

In a montage, the pup is seen riding in the backseat of the car, wind in its hair. Further footage shows outdoor excursions.

The owner is also seen changing the temperature for the backseat, keeping the pet comfortable.

As the dog snaps back to reality, a tagline says, "The power of distraction."

Land Rover's "A Dog's Dream"

Land Rover is inviting consumers to design their version of the "perfect travel companion."

The automaker has strived to be pet-friendly in its marketing and product development.

In an earlier effort, Land Rover leaned into consumers' excitement over their pets with a special vehicle package to make it easier to travel with furry companions.

The automaker is providing a range of what it calls Pet Packs that transform consumers' vehicles into a pet-friendly form of transportation that keeps the car clean. Land Rover provided these packs as options for any of its vehicles this past winter ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.