

AUTOMOTIVE

## Land Rover puts Defender to the test with conservation work

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*Land Rover Defender. Image courtesy of Land Rover*

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By STAFF REPORTS

British automaker Land Rover is teasing the upcoming release of its reimagined Defender model on the anniversary of an important event in the brand's history.

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On April 30, 1948, Land Rover debuted its first car at the Amsterdam Motor Show, and the date has become World Land Rover Day in celebration of the brand's origins. As it marks the 71st anniversary, Land Rover is revealing its plans for the Defender's final tests, including a philanthropic partnership.

### Put to the test

Land Rover's Defender prototype has undergone 1.2 million kilometers of testing, or more than 745,000 miles. These tests were carried out in 45 different locations, seeing how the car handled Arctic temperatures or the arid heat of a desert.

Now that the model's launch is approaching, the automaker is putting it through final field testing. Land Rover will be giving Tusk Trust a wrapped Defender, which will be put to work hauling supplies across the 54-square-mile reserve.



*Land Rover's Tusk Trust-wrapped vehicle. Image courtesy of Land Rover*

This will test the car's ability to wade through water and tow heavy cargo across uneven terrain.

Land Rover's testing project is part of its 15-year relationship with Tusk Trust.

The new Defender will be making its world premiere later this year.

Land Rover discontinued the Defender's United Kingdom production in 2015. In its send-off year, the automaker returned to its roots with the launch of a year-long celebration of the vehicle.

From the largest sand drawing ever in the U.K. to three limited-edition models, Land Rover looked back to the genesis of its company of utility vehicles ([see story](#)).

While the new Defender was designed at Land Rover's development office in Gaydon, England, it will be produced in the recently opened plant in Nitra, Slovakia ([see story](#)).

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