

AUTOMOTIVE

Land Rover hits the slopes with Team USA partnership

September 18, 2019



Land Rover North America is partnering with the U.S. Ski & Snowboard Association. Image credit: Land Rover

By SARAH RAMIREZ

Land Rover North America is showing its support of daring athletes by establishing a new partnership with U.S. Ski & Snowboard, echoing the automaker's positioning as cars built to succeed in tough terrain and weather.

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As the official vehicle partner for the Olympic National Governing Body of ski and snowboard sports in the United States, Land Rover will be better equipped to reach affluent audiences with more adventurous appetites. For further engagement, 10 U.S. Ski & Snowboard athletes will serve as Land Rover ambassadors and create content for the partnership.

"The Land Rover brand encapsulates the drive to change history, to master all types of terrain," said Tiger Shaw, president/CEO at [U.S. Ski & Snowboard](#), Park City, UT. "We relate well to that at U.S. Ski & Snowboard our athletes push themselves day in and day out as they train to compete at the highest levels of sport on the world stage.

"In their pursuit of podiums, U.S. Ski & Snowboard athletes master their craft, their course, and push the boundaries of their sport," he said.

Going for gold

A multi-year agreement makes the automaker the title sponsor of the Land Rover U.S. Alpine Ski Team and the Land Rover U.S. Grand Prix series, as well as the presenting sponsor of "Visa Big Air Presented by Land Rover" events.

U.S. Ski & Snowboard has just shy of 200 athletes on its roster, including Olympic gold medalists and world champions. Athletes will compete in more than 200 events during the 2019-20 season, including 35 competitions in the U.S.

The British automaker is supporting U.S. Ski & Snowboard

Land Rover branding will be added to team uniforms and gear, including branded apparel and goods available for fans of U.S. Ski & Snowboard. The Land Rover logo has already been incorporated into parts of the team's official Web site.

A short film announcing the partnership shows the winter athletes working on their craft, perfecting their form on the slopes and building muscle and endurance in the gym.

The athletes rely on Land Rover sport utility vehicles to carry their equipment and handle wintry road conditions. The spot also does not shy away from the obstacles the team faces, showing falls on the course and X-rays of injuries.

Ten athletes from the team will act as Land Rover ambassadors, creating social media content and participating in brand milestones. This roster, which is set to include Olympic gold medalists, has yet to be officially announced.

"The Land Rover deal represents a landmark partnership for this organization," Mr. Shaw said. "This is also the first deal of its kind for us in that Land Rover is now the title sponsor of the Land Rover U.S. Alpine Ski Team.

"In partnering with Land Rover North America for the next three years, we are aligning our athletes with an impeccable brand that shares in our values of passion and pursuit of excellence," he said.

Athletic endeavors

This is not the first time Land Rover has shown support for shows of athleticism and endurance.

Land Rover recently highlighted its long history with the British Armed Forces by supporting a philanthropic endeavor.

Land Rover provided two Discovery vehicles to offer resources for participants of last month's "Castle Trek." The fundraising walk, which spans more than 450 miles, supports two army charities that focus on soldier rehabilitation.

Over the course of 10 days, six walkers journeyed from Windsor Castle to Edinburgh Castle. In an impressive display of endurance, they completed their 470-mile journey on Aug. 7 ([see story](#)).

The automaker also does not shy away from showcasing the physical capabilities of its vehicles.

Land Rover sent one of its new Range Rover Sport PHEV plug-in hybrid cars to China's Zhangjiajie region to the Tianmen Mountain to climb the 999 steps leading to Heaven's Gate. This mountain is home to the 99 turn path known as the Dragon Road that leads to the top.

Land Rover employed Panasonic Jaguar Racing's Ho-Pin Tung to drive the Rang Rover Sport PHEV up the path all the way to the top, a treacherous journey requiring a lot of horsepower to push through.

The vehicle succeeded, and Land Rover documented the entire effort as testament to the car's power ([see story](#)).