

AUTOMOTIVE

## Land Rover breaks winter ad campaign targeting US skiers and snowboarders

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*Olympic Gold medallist and U.S. alpine skier Mikaela Shiffrin driving the Land Rover Sport in the commercial. Image courtesy of Land Rover North America*

By STAFF REPORTS

Targeting rugged outdoor-types, Land Rover North America has launched its new brand and product advertising campaign targeting skiers and snowboarders as part of its sponsorship deal with U.S. Ski & Snowboard.

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The campaign from the British automaker comprises a 30-second brand film along with 15- and 30-second products spots that show many U.S. Ski & Snowboard athletes experiencing different features of Land Rover models in winter conditions.

All spots highlight the Land Rover models' ability to navigate in wintry conditions, with interior and exterior features more suited to on-road vehicles.



*Land Rover Play Harder This Winter campaign. Image courtesy of Land Rover North America*

Not flaky

One 30-second spot features Mikaela Shiffrin, Land Rover U.S. Alpine Ski Team member and two-time Olympic gold medalist. She is seen heading out the door and getting frustrated by traffic backup. She overcomes heavy winter

snow with ease and determination in a Range Rover Sport to make it to the mountain daily.

*U.S. Olympic skier Mikaela Shiffrin in the Land Rover North America winter ad campaign*

The campaign also includes spots featuring freeskiers David Wise and Maggie Voisin, snowboarder Maddie Mastro and Land Rover U.S. Alpine team members Bryce Bennett and Steven Nyman, alongside the Range Rover Sport, Land Rover Discovery, Discovery Sport and Range Rover Velar.

*Discovery Sport Activity Key / Play Harder This Winter / Land Rover USA*

Each video highlights key Land Rover vehicle features helpful for winter driving, such as Terrain Response Control for the Range Rover Sport, Intelligent Seat Fold for the new Land Rover Discovery, Activity Key for the Land Rover Discovery Sport, and heated and massaging seats for the Range Rover Velar.

*Discovery Remote Intelligent Seating / Play Harder This Winter / Land Rover USA*

The campaign will run across the United States on broadcast, online video and social media channels.

**Land Rover** in September was named the Official Vehicle Partner of U.S. Ski and Snowboard.

U.S. Ski & Snowboard supports nearly 200 national team athletes. The organization accounted for 80 percent of Team USA's gold medals during the PyeongChang 2018 and Sochi 2014 Olympic Winter Games.

This year, U.S. Ski & Snowboard athletes will participate in more than 200 competitions worldwide, including 35 events in the U.S.

*Range Rover Velar Heated Massage Seats / Play Harder This Winter / Land Rover USA*

THE SPONSORSHIP agreement calls for Land Rover to support 10 U.S. Ski & Snowboard athlete ambassadors including Olympic gold medalists and World Champions.

In addition, the multi-year partnership also names Land Rover as the title sponsor of the Land Rover U.S. Alpine Ski Team, the Land Rover U.S. Grand Prix series and presenting sponsor of the "Visa Big Air Presented by Land Rover" events that will occur Dec. 20-22 at SunTrust Park in Atlanta, GA.