

AUTOMOTIVE

Land Rover conquers Everest in latest Above and Beyond story

October 19, 2020



Kenton Cool is a global ambassador for Land Rover. Image credit: Land Rover

By LUXURY DAILY NEWS SERVICE

British automaker Land Rover is featuring an English mountaineer in the latest episode of its series, "Above and Beyond Stories."

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In the new episode, mountaineer Kenton Cool recounts through his experience reaching the summit of Mount Everest a feat he has accomplished 14 times. The series reflects the automaker's reputation for adventure and fearlessness.

Above and beyond, literally

Mr. Cool begins by describing his arrival in Lukla, Nepal, a small town in the Himalayas. From there, mountaineers travel to Namche Bazaar to acclimate themselves to the altitude before beginning their climb.

After several days, climbers reach the base camp. Mr. Cool reveals that the summit of Everest cannot be viewed from the base camp, which is the main achievement for many climbers at an altitude of more than 17,500 feet.

Mountaineer Kenton Cool shares his experiences conquering Everest with Land Rover

Mr. Cool continues to share about his experiences beyond base camp, also sharing tidbits about historical expeditions. He describes the site of the second base camp, which is surrounded by multiple summits, as the most beautiful place he has ever seen.

He also frankly describes the challenging conditions during the climb, where the success of an expedition is almost completely reliant on the weather. He also talks about the nighttime climbs from the death zone so mountaineers can reach "the balcony" by dawn, so they can replenish their supplemental oxygen.

Finally, Mr. Cool talks about the majesty and power of reaching the summit of Everest. However, he is honest about the dangerous conditions during the descent and how mountaineers do not feel relief until they return to base camp.

"Trust me, adventure will bring you alive," Mr. Cool concludes.

The nearly 15-minute video consists of Mr. Cool sharing his experience directly to the camera, complemented with

his own personal photos showing the stunning scenes.

This narrative technique was also used in the first video of "Above and Beyond Stories" video. In addition to adding authenticity to the series, it is a low-cost way for Land Rover to create new, engaging marketing content during the coronavirus pandemic.

The first episode starred British explorer Ed Stafford, the first man to travel the length of the Amazon.

In a 16-minute video, with maps of his trip in the background, Mr. Stafford recounts his 860-day ordeal of walking the 4,086-mile length of the Amazon, back in 2008, 2009 and 2010 ([see story](#)).

In a similar manner to Mr. Stafford, Mr. Cool will participate in an Instagram Live interview with Land Rover on Oct. 22, further extending the campaign's engagement.

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