

AUTOMOTIVE

Land Rover sells millionth Range Rover Sport

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The Range Rover Sport. Image credit: Land Rover

By LUXURY DAILY NEWS SERVICE

British automaker Jaguar Land Rover is celebrating a sales milestone after the Range Rover Sport has reached more than one million worldwide sales.

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The first-generation Range Rover Sport debuted in 2005, reaching the million mark in a little more than 15 years. The automaker has seen its sales struggle since the start of the COVID-19 pandemic, although Land Rover has shown more resilience than the Jaguar brand.

Sales landmark

To celebrate the achievement, Land Rover shared a video of the Range Rover Sport in several landmarks.

The SUV is seen on the Brooklyn Bridge, racing in Nrburgring, speeding through the Empty Quarter, conquering Pikes Peak and reaching Heaven's Gate in China. The different landscapes showcase the versatility of the Range Rover Sport.

Land Rover has sold more than one million Range Rover Sport SUV

The short concludes with the text, "and now we've gone past another landmark" before revealing the Sports' new sales mark.

The Range Rover Sport starts at \$69,500, and is available as a plug-in electric hybrid starting at \$83,000.

For the third quarter of fiscal year 2020-2021 ended Dec. 31, Jaguar Land Rover sold 128,469 vehicles. This an increase of 13.1 percent from Q2, but down 9 percent year-over-year from pre-pandemic levels.

In addition to the ongoing success of the Range Rover Sport, sales of the new Land Rover Defender jumped 66 percent from Q2.

Recently, the Defender was featured in a Land Rover campaign with South African humanitarian and explorer Kingsley Holgate.

The film "A New Journey Begins" is the latest effort from the automaker to be centered around the new Defender. The spot is more emotive than recent advertisements seen from Land Rover but shares the automaker's popular themes of adventure and exploration ([see story](#)).

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