

AUTOMOTIVE

Land Rover announces new award, offering Defender vehicles to nonprofits

March 11, 2021



The Defender Above & Beyond Service Awards are offering seven Defender vehicles to disparate nonprofits that have worked to improve their communities. Image courtesy of Jaguar Land Rover

By LUXURY DAILY NEWS SERVICE

British automaker Jaguar Land Rover is launching the "[Defender Above & Beyond Service Awards](#)" to celebrate and support humanitarian agencies in the United States.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

In honoring the 70-year history of the brand, Land Rover is distributing a Defender vehicle to seven disparate organizations to help assist them in their work. Entrants can nominate a qualifying non-profit or can nominate themselves in the automaker's new charitable program.

"Defender vehicles have been used for various humanitarian causes around the world for decades and with its recent return to the US, we wanted to expand on that legacy with the Defender Above & Beyond Service Awards and celebrate organizations that know the value of community and drive to do great things with them," said Joe Eberhardt, president and CEO, Jaguar Land Rover North America, in a statement. "Over this past year, we have been inspired by the endless acts of service from people who embody the Above and Beyond spirit of Land Rover, and we're excited to reward these individuals with new customized Defender vehicles so they can continue to help those around them."

Above and beyond

Organizations eligible for the program must be U.S.-based 501(c)(3) nonprofits. Eligible organizations must fit into one of the following categories: search and rescue, costal and marine conservation, animal welfare, first responders, environmental, urban improvement and fire services.

One organization from each category will receive the Defender vehicle.

Land Rover is looking to offer Defender vehicles to nonprofits that could use the vehicles to further work in their communities.

Participants can nominate a nonprofit or their own nonprofit organization by filling out an entry form on the Land Rover website. Entrants must also submit a short video that discusses what the nominated nonprofit does, how it

addresses a need in the community and how the Land Rover Defender will help further its effort.

The first two categories receiving submissions are search and rescue and coastal and marine conservation. Land Rover will accept entries for these categories through April 7 and then open submissions for the next categories.

Once selected by a panel of judges, finalists' videos will be posted on LandRoverUSA.com for public voting before submissions for the next categories take place. A full schedule of submission deadlines can also be found on the website.



*Consumers can configure their Land Rover Defender on the automaker's website.
Image courtesy of Jaguar Land Rover*

All winners will be announced on Sept. 2.

Land Rover has previously highlighted the connection between its Defender and those who use the vehicle to do meaningful work.

Last year, Land Rover shared the pioneering spirit of its latest model through a new campaign featuring South African humanitarian and explorer Kingsley Holgate. The spot was more emotive than previous advertisements seen from Land Rover but shared the automaker's popular themes of adventure and exploration ([see story](#)).

© 2021 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.