

AUTOMOTIVE

## Land Rover SV launches special edition vehicle

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*Range Rover Sport SVR Ultimate edition. Image credit: Land Rover*

By LUXURY DAILY NEWS SERVICE

British automaker Land Rover's Special Vehicle Operations (SV) division has introduced the latest model of its Range Rover Sport SVR, which features solid glass flake paintwork for the first time.

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Customers may choose from a new selection of paint color combinations and interior detailing designed by the SV team. Global order books are now open for the vehicle, but the new SVR Ultimate Edition will officially launch at Salon Priv, Blenheim Palace Sept. 1-5, 2021.

"Range Rover Sport SVR redefined Land Rover high-performance capability when it was introduced in 2014," said Mark Turner, commercial director at Land Rover SV, in a statement. "We've sold more than 20,000 examples to date, and demand for the SVR's characterful mix of power, luxury and thrilling dynamics continues to grow every year.

### Bespoke details

Three new exterior paint choices include: Maya Blue Gloss; Marl Grey Gloss; and Ligurian Black Satin. Each color features a Narvik Black contrast roof.



*Range Rover Sport SVR Ultimate edition is now available to order through Land Rover retailers worldwide, starting at \$170,044. Image credit: Land*

*Rover*

Black milled Range Rover lettering can be found on the vehicle's hood and trunk, while Fuji White edging is used for the fenders to create contrast.

Now in its second generation, the current Range Rover Sport SVR model is powered by a 575PS version of the 5.0-liter V8 supercharged engine, which produces 700Nm of torque, allowing the SVR to go from 0-60mph in 4.3 seconds.

On the interior, chrome-finished SV B-pillar badges, black anodized metal gearshift paddles and Ultimate edition illuminated tread plates complement the Ebony and Cirrus interior, which incorporates SVR-embossed lightweight Performance Seats in Windsor leather and suede.

Earlier this year, Jaguar Land Rover celebrated a sales milestone after the Range Rover Sport reached more than one million worldwide sales.

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

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