

AUTOMOTIVE

Land Rover releases new V8 Bond-inspired vehicle

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The Land Rover Defender V8 Bond Edition vehicle. Image credit: Land Rover

By LUXURY DAILY NEWS SERVICE

British automaker Land Rover is celebrating the upcoming James Bond film, *No Time To Die*, with a special Defender V8 Bond Edition vehicle.

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The marque's Defenders will have a notable presence in the new film, which is expected to be released in U.K. theaters Sept. 30, 2021. Alongside the defenders, moviegoers may also notice two Range Rover Sport SVRs in the film: the Range Rover Classic and Land Rover Series III.

"The Land Rover Defender V8 Bond Edition is an exclusive take on the most powerful production Defender ever made, inspired by vehicles on screen in *No Time To Die*," said Finbar McFall, brand director at Land Rover, in a statement. "It represents a meeting of two great British brands and is a unique celebration of Land Rover's 38-year association with James Bond."

No Time To Die

The new Defender V8 Bond is available to order as a Defender 110 or 90, and features an extended black pack with 22-inch luna gloss black alloy wheels, xenon blue front brake calipers and a "Defender 007" rear badge.

The special edition vehicle celebrates the brand's role in the James Bond franchise

The unique details continue to the interior, with illuminated "Defender 007" tread-plates and a specially developed touchscreen start-up animation for the PIVI Pro information/entertainment system which celebrates the brand's storied partnership with the James Bond franchise.

Only 300 units of the Defender V8 Bond Edition are being produced, so the interior features laser etching reminding drivers that the car is "one of 300."

Each vehicle is commissioned by the vehicle personalization specialists at SV Bespoke in the United Kingdom.

Another automaker close to the James Bond universe is British automaker Aston Martin, which recently celebrated its famous relationship with the debonair spy in an exciting new vignette.

"Aston Martin x 007 License To Thrill" commemorates more than four decades of the exciting relationship between the automaker and James Bond. The action-packed vignette highlights the pivotal role of Aston Martin in Mr. Bond's heroics, generating viewer excitement ahead of the *No Time to Die* U.K. premiere in September and U.S. premier in October ([see story](#)).

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