

AUTOMOTIVE

## Land Rover unveils new Range Rover after 10 years

October 27, 2021



*The new Range Rover starts at \$104,000. Image courtesy of Jaguar Land Rover*

---

By LUXURY DAILY NEWS SERVICE

British automaker **Jaguar Land Rover** is introducing the new Range Rover, a celebration of modern luxury.

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

The first new Range Rover in a decade is providing more personalization, melding modernity and sleek aesthetics with technological sophistication. The new vehicle features a turbocharged V8 engine, a version with a mild-hybrid system and a purely electric version which will be available in 2024.

"The New Range Rover is a superb manifestation of our vision to create the world's most desirable luxury vehicles, for the most discerning of customers," said Thierry Bollor, CEO of Jaguar Land Rover, in a statement.

"It writes the next chapter in the unique story of pioneering innovation that has been a Range Rover hallmark for more than 50 years."

The Land Rover of the future

The latest Land Rover is an iteration of the Modular Longitudinal Architecture, MLA-Flex, contributing to every aspect of the luxury SUV, combining engineering techniques and virtual development.

The new SUV is available in SE, HSE and Autobiography models, and is exclusively available in a sunset gold satin finish with a choice of five exterior colors. The new Range Rover LWB model is also available with a third row to seat up to seven adults.



*Advanced technological features are also available in the new Range Rover. Image courtesy of Jaguar Land Rover*

The vehicle also includes a 13.1-inch touchscreen that runs Land Rover's Pivi Pro operating system with features like Amazon Alexa, Apple CarPlay and Android Auto. Rear passengers can also enjoy a new entertainment system with 11.4-inch HD touchscreens mounted on the backs of the front seat headrests.

Drivers may configure the touch screen's setup using the steering wheel controls. The central display will also provide haptic feedback when drivers touch and press the screen, a first for Land Rover.

Each new Range Rover includes all-wheel steering to ensure improved maneuverability.

"The New Range Rover takes the lessons learned over 50 years of evolution and combines them with cutting edge technologies to deliver supreme refinement, comfort and wellbeing," said Nick Collins, executive director of vehicle programs at Jaguar Land Rover.

In February, 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](#)).

---

© 2021 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.