

AUTOMOTIVE

Land Rover showcases Sport's enduring power in new launch

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The 2022 Range Rover Sport. Image credit: Jaguar Land Rover

By KATIE TAMOLA

British automaker Jaguar Land Rover is highlighting the daringness of its new Range Rover Sport in a series of vignettes.

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From an introduction video with brand executives and famous faces to "challenges" testing the limits of the Range Rover Sport's capabilities, the series is suspenseful and effective in generating consumer excitement. The new vehicle's sleek and chic design reflects Land Rover's brand values of providing vehicles that have myriad abilities while bringing a sense of glamour to sportiness.

"These spots are really just cinematic eye candy to excite current and prospective Sport buyers," said David Undercoffler, editor in chief at [Autolist.com](https://www.autolist.com), San Francisco. "They definitely generate excitement and they help polish the image that Range Rover has worked hard for decades to project: that their vehicles have off-road capabilities beyond anything their buyers will need, mixed with an aspirational, luxurious image no one else can match."

Daring for excellence

The "Introducing: New Range Rover Sport" vignette opens with a familiar voice and face, that of British comedian and talk show host James Corden.

Mr. Corden, sitting in a Range Rover Sport, asks Alexa to call Jaguar Land Rover's chief commercial officer, Lennard Hoornik. Hitting the sides of his steering wheel in a clear state of excitement, Mr. Corden asks Mr. Hoornik if it is time for him to arrive at the show.

Not your ordinary vehicle introduction

After the executive asks Mr. Corden to be patient, the shot cuts to the show, where Mr. Hoornik addresses the crowd and introduces Gerry McGovern, chief creative officer at Jaguar Land Rover.

As Mr. McGovern explains how the original Range Rover Sport was in a class of its own, futuristic music permeates as the vehicle is cinematically revealed, driven through a host of strobe lights. The new vehicle is the third-

generation model and the most advanced and dynamic yet.

The cherry-red exterior and pristine, interior, complete with a sweeping console and fast-angled dashboard, are revealed.

Mr. McGovern goes on to discuss additional specifications, and the video reveals the vehicle being driven through challenging conditions, including Iceland's Krahnjkar Dam Spillway. This specific challenge is seen in the introduction video, and also has its own vignette entitled "New Range Rover Sport vs The Spillway."

For many, The Spillway is beyond intimidating. Not for the Range Rover Sport

The challenge tracks professional racing driver Jessica Hawkins intensely speeding throughout the area of The Spillway in Iceland. With breathtaking aptitude, both the new Range Rover Sport and Ms. Hawkins are able to dominate some of Iceland's most intimidating terrain.

After footage of the challenge in Iceland is finished, Mr. Hoornik returns to discuss additional impressive features of the new Range Rover Sport, from a smooth steering system to electric hybrid options.

The shot cuts to Mr. Hoornik surprising Mr. Corden at his Los Angeles home where the pair discusses the interior of the car an important piece for Mr. Corden as he often interviews and duets with celebrities during his Carpool Karaoke segment for his show.

The pair discuss the 29 speakers in the car, the sound acoustics, air quality within the car and more.

When asked why he uses Range Rover, Mr. Corden simply says, "It's safe, it's cool and the audio is fantastic."

Mastering the road

Land Rover often showcases the durability and versatility of its vehicles in adventurous marketing efforts.

In a previous challenge-oriented campaign, the automaker followed rower Arthur Chatto and stunt driver Jess Hawkins as he attempted to outrun her while she drove a Land Rover Defender 110 through a muddy track. Despite his efforts, Mr. Chatto, a Guinness World Record rower, is no match for the Defender ([see story](#)).

Land Rover also shared its pioneering spirit in a 2020 campaign featuring South African humanitarian and explorer Kingsley Holgate. The film followed Mr. Holgate and his son driving a Defender as they discussed their humanitarian aid work on the African continent ([see story](#)).

With its new Sport model, Land Rover is taking a multi-faceted approach, showing just how versatile it is in any and all conditions.

"The key in marketing the Range Rover Sport is finding the balance between highlighting the off-road capabilities all Range Rovers have with the Sport model's performance-oriented bent," Mr. Undercoffler said. "This isn't the more rugged Defender and this isn't the more posh Range Rover; the Sport is the one that will get dirty the least and which has arguably the best handling and on-road performance.

"But it still has the brand's pedigree to uphold," he said. "So the premiere spots for it needed to reflect that dual nature, one which absolutely sets them apart from any of their European counterparts."