

AUTOMOTIVE

Land Rover focuses on modern luxury, sustainability

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The new Range Rover is available with electric hybrid and mild hybrid options. Image credit: Land Rover

By KATIE TAMOLA

It is no easy feat balancing functionality and elegance, but, for British automaker Jaguar Land Rover, the very act is woven into its ethos.

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With sizable sustainability strides, the automaker is consistently working to maintain its admirable heritage while simultaneously ushering the brand into the future. As part of the brand's electrification push, a new Range Rover is now available with electric hybrid and mild hybrid options, and a fully electric Range Rover will debut in 2024.

"The fifth-generation Range Rover is a continuation of its storied history of resetting the benchmark of the luxury SUV segment," said Joe Stauble, public relations and communications manager at **Land Rover**, Washington. "From the modernist design to engineering innovations, there are so many unique features of the new Range Rover."

In this Q&A, Mr. Stauble discusses thoughtful features in the new vehicle, how the brand sets itself apart and the brand's understanding of modern luxury. Here is the dialogue:



Mr. Stauble discusses the vast features of the new Range Rover. Image courtesy of Land Rover

How do Land Rover's offerings, specifically the new Range Rover, help the brand set itself apart from other luxury automobiles?

Range Rover is the original luxury SUV and has led by example for 50 years, combining serene comfort and composure with incredible capability. The new Range Rover is the most desirable yet, mixing breathtaking modernity and aesthetic grace with technological sophistication and seamless connectivity, thus continuously elevating the benchmark for all luxury SUVs.

What is unique about the new Range Rover? How does the new vehicle reflect the ethos of its brand?

Several [unique features] to point out are the Land Rover brand's new flexible Modular Longitudinal Architecture, MLA-Flex, which underpins every aspect of this luxury SUV, from its incredible capability and agile handling to its peerless refinement.

Every new vehicle features all-wheel steering for an effortless drive with heightened stability at speed and improved maneuverability at low speeds, ensuring it is equally at home on the open road and negotiating tight urban streets.

New powertrains, include an all-new V8, producing 523 hp and an electric hybrid, capable of an estimated all-electric range of 48 miles.

The new Range Rover is an evolution in design, familiar, yet modern. It is defined by three lines that can trace their origins back through the generations; the falling roofline, strong waistline and rising sill line.

These trademark features combine with a characteristically short front overhang and a distinctive new boat tail rear complete with a practical split tailgate to create an elegant profile that conveys the peerless presence of the Range Rover. These are just several examples of the innovation and engineering excellence that is the new Range Rover.

How would you say the new Range Rover lends itself effectively to every consumer regardless of their needs/backgrounds? How is the vehicle ideal both for a traveling single person and a large family at the same time? The Range Rover created the concept of "go-anywhere" capability and has a range of configurations to suit a varied clientele. This includes a suite of efficient mild hybrid and plug-in hybrid powertrains, plus a choice of four, five or seven-seat interiors available across standard and long wheelbase body designs.

Sustainable materials are available alongside the traditional luxurious trims found in the passenger compartment. For consumers who want the ultimate expression of Range Rover luxury, the Range Rover SV is the model of choice.

Available in two wheelbase configurations, the SV model offers the finest materials such as watch grade ceramic dials and unique color, trim and material options that customers can select from.

What is one concept or goal that Land Rover is especially prioritizing?

The modern luxury design ethos of the new Range Rover. Reductive, modern, brimming with the most advanced technology and yet still unmistakably a Range Rover.

What is something Land Rover would like to achieve in the next few years?

In 2024, Land Rover will unveil the first fully electric Range Rover. Delivering to the market the most modern, luxurious Range Rover ever created, now fully electric.

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