

AUTOMOTIVE

## Jaguar Land Rover celebrates 75 years with help from LEGO

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*LEGO's 12-inch Classic Land Rover Defender 90 lets users choose between an everyday version of the vehicle and one more prepared to go off the beaten path. Image credit: Jaguar Land Rover*

By LUXURY DAILY NEWS SERVICE

British automaker Jaguar Land Rover is proving that big adventures come in small packages.

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In celebration of the Land Rover's 75<sup>th</sup> anniversary, Danish toymaker **LEGO** is releasing LEGO Icons Classic Land Rover Defender 90, a miniature version of the real thing that provides all the accessories required for a mini-off-road trek.

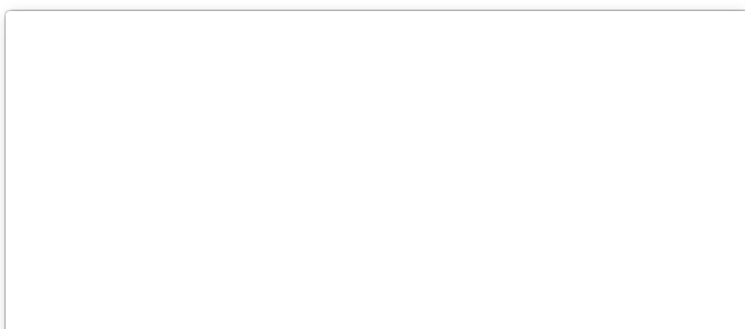
Joining the festivities are two professional adventurers who navigate many of the Scottish Highland's natural obstacles to claim the LEGO creation as a prize.

High road

Raha Moharrak, the youngest Arab and first Saudi woman to climb Mt. Everest and Aldo Kane, Royal Geographic Society fellow and a record-setting adventurer star, in a mini-film as part of the release's campaign.

The two race each other through the most remote parts of the Scottish Highlands in actual Land Rovers to find what the campaign dubs "The Hardest to Reach LEGO Store in the World."

When the two reach the "store," which is itself another Land Rover, they then race to be the first to assemble the LEGO version of the automobile as the sun goes down behind them.



[View this post on Instagram](#)

A post shared by LEGO (@lego)

"At the end of the day, the spirit of adventure is the real winner," says the narrator as the mini-film comes to an end.

This model is the latest addition to LEGO's Icon series, which recreates well-known landmarks, buildings and vehicles. As opposed to the more rudimentary toy blocks meant for children, these more comprehensive models are aimed at adolescent and adult enthusiasts.

The Defender is also the latest upscale vehicle model to get the LEGO treatment.

In 2021, the toymaker produced the LEGO Speed Champions McLaren Elva in 263 pieces for British automaker McLaren. The toy came complete with a figurine based on Rachel Brown, McLaren Automotive's principal development engineer for ultimate series ([see story](#)).

German automaker Porsche has collaborated with LEGO several times, including for the release of a two-in-one set that lets the fans choose between creating the LEGO Porsche 911 Turbo or the 911 Targa ([see story](#)).

The new LEGO Icons Classic Land Rover Defender 90 will be available for purchase online and in LEGO stores beginning on July 1 for a price of \$239.99.

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