

AUTOMOTIVE

Defender to spotlight service, adventure at California gathering

October 31, 2025



Defender will host the 2025 edition of Destination Defender in California, honoring service organizations and celebrating the brand's legacy of adventure. Image credit: JLR

By AMIRAH KEATON FOR LUXURY DAILY NEWS SERVICE

British automaker JLR is returning to California this November for "Destination Defender," a weekend celebrating exploration, purpose and community impact.

At the center of the event, taking place Nov. 15/17 at Galway Downs, Defender will announce six charitable organizations from across the U.S. and Canada as recipients of this year's Defender Service Awards, presented by Chase. Each winner will receive a customized Defender 130 and \$30,000 in funding, followed by a celebration dinner on Nov. 15 that will honor the winners with a special ceremony, live music and appearances from Defender ambassadors.

"We're pleased to announce the return of Destination Defender to Southern California," said Sam Allen, U.S. brand director at [Defender](#), in a statement.

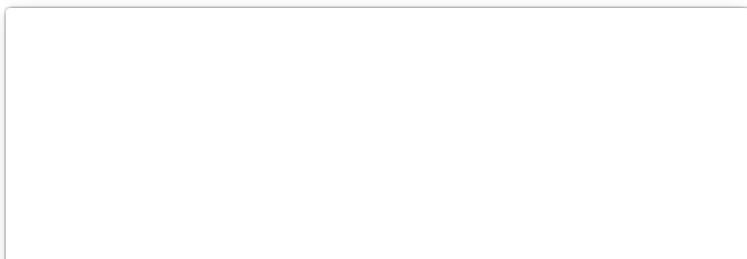
"This event authentically represents the ethos of the Defender brand, celebrating its adventurous and purpose-driven spirit for enthusiasts to be immersed in."

In honor of service

Destination Defender's sponsors include presenting partner Chase, premier partner Artemis and category sponsors eiz, Disney, Hearts & Science, Pelican, Outside Inc. and S&P Global.

Besides the top organizations selected for the custom car and \$30,000 grant, 30 additional finalists will receive \$5,000 each to advance their community-focused missions.

The Defender Service Awards launched in 2021 ([see story](#)).



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A post shared by Defender (@defender)

Guests will also hear from American rally driver Sara Price, who will compete in the 2026 Dakar Rally behind the wheel of the Defender Dakar D7X-R a race-prepared version of the new Defender OCTA. Ms. Price, a four-time Dakar stage winner and former motocross champion, joins the Defender Rally Team as the brand prepares for its manufacturer debut at the world's toughest off-road competition.

Adding to the weekend's lineup, a curated display of vehicles from Defender's "The Great Expeditions" collection will celebrate the marque's history of endurance.

"Pollyanna," a 1950 Series I model driven by adventurer Barbara Toy on her solo journey from London to Baghdad, and "Oxford," one of two Land Rovers from the 195556 Oxford and Cambridge Far Eastern Expedition, are among the highlights.

For attendees of the Land Rover event, glamping and camping accommodations at scenic Galway Downs offer an immersive outdoor experience aligned with Defender's spirit of exploration.

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