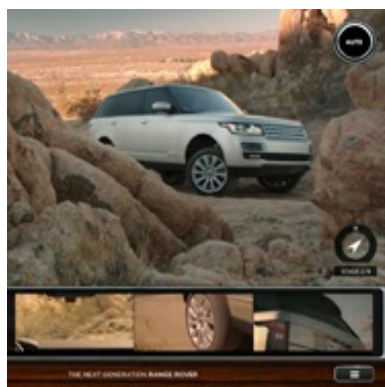


MOBILE

Land Rover shills new Range Rover capabilities via interactive mobile app

April 30, 2013



By ERIN SHEA

Land Rover North America is promoting its next-generation Range Rover model features and driving capabilities through an interactive mobile application.

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Luxury Daily

The “Range Rover: The Trail Less Traveled” app gives consumers the chance to virtually experience riding in the vehicle in a variety of different settings and viewpoints. Land Rover is likely aiming for aspirational owners rather than its customers with this app since it mainly shows off what the model can do.

“I believe Land Rover’s new app is more for enthusiasts and novices,” said Matt Hunter, channel manager at [Impact Radius](#), Santa Barbara, CA.

“However, I can see myself showing others the app from an owner’s point of view as well as downloading the app to experience the next-generation Range Rover as an aspiring consumer,” he said.

“[The app] made me even more interested in buying one.”

Mr. Hunter is not affiliated with Land Rover, but agreed to comment as an industry expert.

[Land Rover](#) did not respond before press deadline.

The app is available for the iPhone and iPad from the [App Store](#) for free.

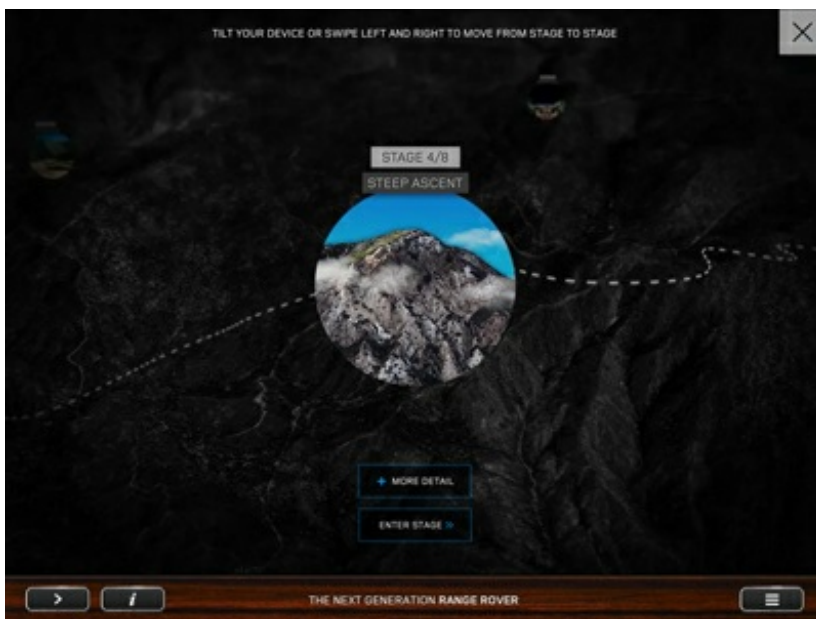
The road less traveled

The app gives users a full inside and outside look at the new Range Rover through eight different stages and four camera views.

App users can choose their perspective, soundtrack and stage on which to drive the Range Rover.

The eight stages give Land Rover the chance to show off what its vehicle is capable of doing.

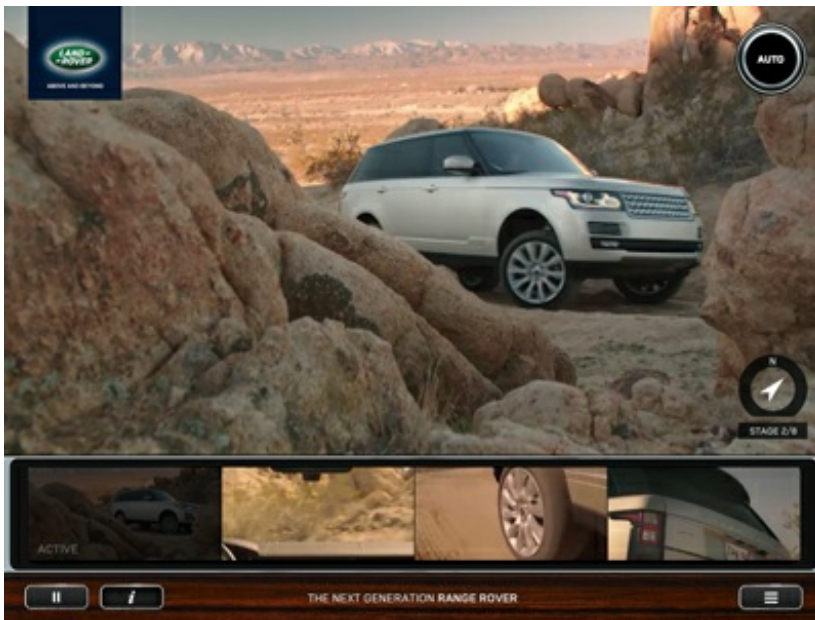
The stages take users through interactive video courses that include winding roads, rough terrain, water, climbing up and down hills and an elegant arrival.



Stage selection

Consumers are not required to go through the stages in order and can replay stages if they like.

Each stage gives four views that show off the vehicle from multiple angles to give a 360-degree experience.



Exterior view

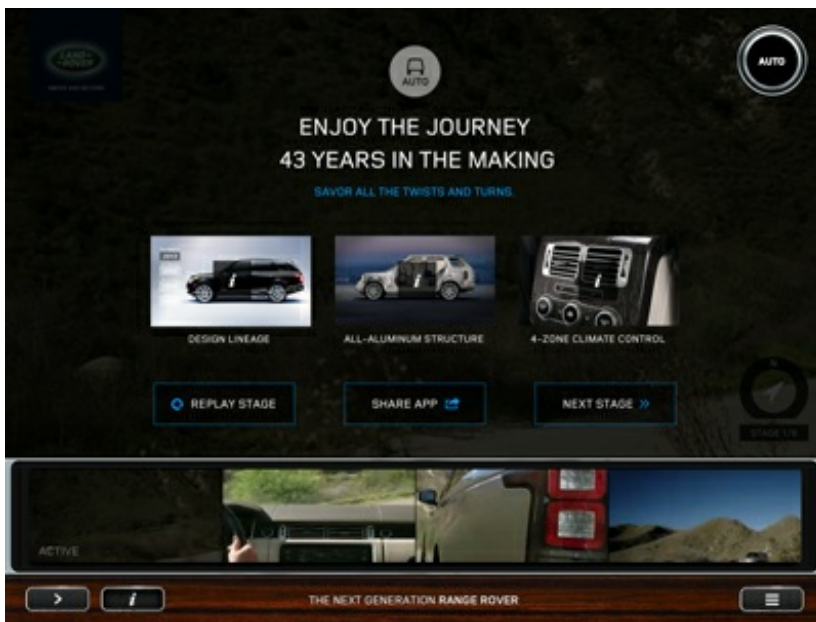
The app gives consumers the choice of four different views - two from the exterior, one from the interior and one showing the wheels handling the terrain.



Interior view

At the end of a stage, additional content is offered including graphics, video and text so that consumers can explore all of the details of the vehicle.

The app also allows users to share the app via email.



Post-stage information

Virtual test drive

Other luxury automakers have created apps for consumers to virtually explore a vehicle in hopes of gaining additional sales or converting consumers into brand enthusiasts.

For instance, British automaker Rolls-Royce Motor Cars aimed at aspirational owners through an update to its Phantom mobile app on which users can create their own Phantom Series II vehicle.

Through the main menu, users can chose to design their own Phantom vehicle, view the Bespoke design images and options, go to the Rolls-Royce media channels and YouTube, visit the Rolls-Royce Web site or locate a dealer ([see story](#)).

Also, Ferrari engages Formula One racing enthusiasts and gamers with a mobile racing app that lets players be a part of the Italian automaker's team.

The Scuderia Ferrari Race 2013 app allows consumers to virtually sit in the driver's seat of a Ferrari F138 ([see story](#)).

Mobile apps that provide a virtual experience can give consumers the feeling of test driving the vehicle without ever going to the dealership.

"The app provides value for next-generation Range Rover owners to share a virtual experience with others in recommending the new model," Mr. Hunter said.

"At the same time, it provides non-owners a way to virtually test drive the vehicle without having to go to their nearest dealership," he said.

"Overall, the app provides both an elegant and convenient way to experience the new Range Rover."

Final take

Erin Shea, editorial assistant on Luxury Daily, New York

Embedded Video: <http://www.youtube.com/embed/fMk9mueJ-Sg>

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