



ABOVE & BEYOND

UNDER STRICT EMBARGO UNTIL NOVEMBER 18, 2020 AT 9:00AM EST

2021 LAND ROVER DISCOVERY SPORT OFFERS ENHANCED TECHNOLOGY, CONNECTIVITY AND CONVENIENCE

- All-new standard Pivi Pro infotainment features an intuitive menu structure designed to take users to most popular features and functions from a single home screen in as little as two taps or less⁷
- Dual-modem embedded SIM allows Software-Over-The-Air updates with no need to visit a retailer to help ensure owners have the most up-to-date apps, services and vehicle software⁷
- Available Online Pack with data plan⁵ featuring Spotify integrated directly within the infotainment menu for the first time, Bluetooth® connectivity for two phones at once, plus available wireless smartphone charging with signal boosting⁷
- Apple CarPlay® and Android Auto™ now offered standard across all 2021 Discovery Sport models²
- New available Advanced Cabin Air Filtration system is designed to help filter out fine particulate matter, allergens, strong odors, and displays interior and exterior air quality information²
- Comprehensive suite of standard driver assistance technologies now includes a standard 3D Surround Camera, in addition to Traffic Sign Recognition, Lane Keep Assist and Driver Condition Monitor³
- 2021 Land Rover Discovery Sport is priced from \$41,900¹ in the U.S. Configure yours at [LandRoverUSA.com](https://www.LandRoverUSA.com)

(MAHWAH, N.J.) – November 18, 2020 – The New Discovery Sport, the Land Rover brand's family-friendly premium compact SUV, is enhanced for 2021 with an available new infotainment system, expanded connectivity, convenience features and advanced driver assistance technologies^{3,7}.

U.S. MODELS & MSRP¹

Trim Level	Powertrain	MSRP¹
Discovery Sport S P250	2.0L Turbocharged Ingenium Gas I4 (246hp / 269 lb ft)	\$41,900
Discovery Sport SE P250	2.0L Turbocharged Ingenium Gas I4 (246hp / 269 lb ft)	\$45,300
Discovery Sport R-Dynamic S P250	2.0L Turbocharged Ingenium Gas I4 (246hp / 269 lb ft)	\$43,600
Discovery Sport R-Dynamic SE P250	2.0L Turbocharged Ingenium Gas I4 (246hp / 269 lb ft)	\$46,950

DESIGN

Versatile by design, the Discovery Sport adapts to every adventure. Beautifully proportioned, the SUV combines a unique character and purposeful stance to create something unmistakable but remains every bit as capable as a Land Rover vehicle should be.

"Building on the success of the original Discovery Sport, this beautifully proportioned vehicle has been refined, enhancing its characterful exterior which complements the engaging nature of the interior space," said Professor Gerry McGovern OBE, Land Rover Chief Creative Officer.

Modernity and refinement are reflected in the front and rear bumpers, grille design and LED lights, making the Discovery Sport a compelling, sophisticated and sporty addition to the Discovery family.

Customers can choose from 11 exterior paint colors, including new Hakuba Silver, and the option of a black contrast roof. All S and SE models feature Silver Atlas detailing on the grille, tailgate finisher and badging scripts, while purposeful R-Dynamic vehicles feature Shadow Atlas exterior accents, contrast stitching on the steering wheel and branded treadplates inside.

Premium materials have been responsibly sourced throughout, ensuring occupants always enjoy the drive, while a reduction in road and engine noise ensure occupants can talk comfortably and stay connected with each other on long journeys.

With versatility at its core, the interior has been designed to meet the challenges of an active lifestyle, combining an optional 5+2 seat layout with a spacious, modern interior that features two digital display screens and a center console. This is punctuated by soft rotary controls and buttons, set into a hidden-until-lit gloss black interface and grouped logically².

A clean and elegant three-spoke, multi-function steering wheel with capacitive switches, a modern and easy-to-read instrument cluster and a 10 inch infotainment screen², all contribute to a modern and well-considered interior design. Customers can also choose sustainable, non-leather Luxtec material made of a recycled polyester microfiber. Luxuriously soft, lightweight, durable and tear-resistant, it comes with the option of a softer, more tactile Alcantara steering wheel.

Owners can also personalize their vehicle with the Black Exterior Pack, optional on core models and available standard on R-Dynamic models. It features additional Narvik Black detailing on the grille and fender vents, which extends to the hood and tailgate lettering. This complements the suite of 11 wheel designs across four sizes – ranging from 18 to 21 inches – that allow customers to personalize their vehicles even further.

VERSATILE INTERIOR

The Discovery Sport is based on the Land Rover mixed-metal Premium Transverse Architecture. Its 108 inch wheelbase and compact suspension design combine to offer an enhanced optional 5+2 seat layout, greater ride comfort and increased storage to create the ultimate compact SUV for modern families.

The optional three-row layout delivers a more flexible seat design, while the architecture delivers a 40:20:40 second row split for greater flexibility on any journey. Offering even greater comfort and versatility, row two slide, fold and recline is now standard across the Discovery Sport model range.

With the ability to slide the second row forwards and back, effective legroom can be as much as 38.1 inches in the second row and 25.6 inches for third row passengers. The stepped roof – a hallmark of Discovery family design – and flat floor also provide effective headroom of 38.7 inches in the second row and 34.4 inches for third row passengers.

Optional Click & Go tablet holders, which hold and charge smart devices for passengers in the second row, are available – perfect for keeping passengers entertained on long journeys.

“Design is about more than how something looks. Good design is intuitive and user-friendly and makes your life better. That’s exactly what sets Discovery Sport apart. We have made Discovery Sport the perfect family SUV, not only by optimizing the interior space, but by making it smarter with new technologies,” said Paul Cleaver, Chief Programme Engineer, Discovery Sport.

A new second-generation Land Rover Activity Key can be specified for the 2021 Discovery Sport. The water resistant wrist-worn device now incorporates an LCD watch. It conveniently allows owners to unlock any door, lock or even start the vehicle just by being nearby – with no need for a traditional key fob within the vehicle on any journey.

In addition to the Activity Key, customers can add a powered tailgate for added convenience. These optional features are available with the optional Convenience Pack – one of a series of accessory packs that offer additional functionality across vehicle practicality, connectivity, driver assistance and

parking³. There are also new Land Rover Pet Pack accessories, designed to improve the Discovery Sport experience for customers and pets alike.

PIVI PRO INFOTAINMENT

Inspired by the latest mobile devices, the 2021 Land Rover Discovery Sport employs the latest consumer technology to deliver the all-new new Pivi Pro infotainment system – standard across the entire Discovery Sport model range⁷.

The system is underpinned by a new Electrical Vehicle Architecture first introduced on the New Land Rover Defender. The architecture comprises 85 ECUs to support the next-generation of driver assistance and customer convenience systems. Featuring two embedded Qualcomm LTE modems – one dedicated to the Software-Over-The-Air (SOTA) technology and another looking after music streaming and apps – the new electrical architecture helps ensure seamless connectivity and a quick start-up time, so customers don't need to wait for the system to load before performing actions such as entering navigation details. The system also has high performance Snapdragon processors and an advanced QNX operating system for a responsive and intuitive experience⁷.

“Infotainment in the Land Rover Discovery Sport has been transformed with the introduction of our new electric vehicle architecture and Pivi,” said Alex Heslop, Director of Electrical Engineering, Jaguar Land Rover. “The new hardware and software means the New Discovery Sport is more digitally connected than ever. Our customers can now benefit from a system as responsive and easy to use as a smartphone, which actually improves over time, thanks to Software-Over-The-Air updates⁷.”

SOTA updates mean customers can have the latest maps, apps and vehicle features downloaded. The vehicle automatically searches for software updates and when a new download is available, the driver is notified via the touchscreen. The installation starts once the vehicle is stopped, locked, alarmed and all windows are closed, with the installation time showing on a pop-up notification. Customers can also schedule their software updates up to 14 days in advance, at a time that suits them. Currently, multiple modules can be updated wirelessly. These span telematics, infotainment and vehicle control systems, improving the performance of core software to help ensure the vehicle is operating at the latest level. A single software update can target multiple vehicle systems⁷.

The touchscreen-operated Pivi Pro infotainment system includes its own separate rechargeable power source. This allows the system to remain in a ‘sleep’ state when the vehicle is off. When the driver opens the vehicle, Pivi Pro is ready in seconds, allowing customers to begin music streaming or entering navigation destination details without having to wait for the system to load².

The customizable home screen is at the heart of the system. It can be set up according to the driver's preferences, for example providing key ‘at-a-glance’ information such as traffic updates and when to take the next turn. An intuitive flat menu structure is designed to help Discovery Sport owners carry out everyday tasks directly from the home screen in as little as two taps or less across phone, media and navigation systems. The easily customized layouts reduce the number of steps by an average of 50 percent versus previous systems².

Pivi Pro also allows two smartphones to be connected via Bluetooth® at once. For outgoing calls, users can switch between phones directly from the home screen in just two taps. The new available Online Pack with one-year data plan⁵ utilizes the new infotainment system's dual modem embedded SIM (eSIM) and enables the system to offer a range of services without even connecting a smartphone, including an embedded Spotify app with seamless streaming (dependent on subscription), and map, weather, calendar and traffic updates simultaneously⁷.

For everyone else in the car, customers can opt in for the available Wi-Fi Enabled with a data plan, allowing up to eight devices to connect. New USB-C ports enable faster charging of smartphones or tablets than before, with up to seven USB ports available⁷.

Pivi Pro is also designed to personalize the driver's experience based on habits and preferences learned over time. The new navigation system uses self-learning algorithms to optimize routing, while the Smart Voice Guidance even knows to remain quiet when the driver is travelling on regular routes, to minimize interruptions. Smart Settings allows users to set a profile, storing personal vehicle settings

such as seat position and heat preferences, mirror position and media settings². The vehicle will identify who is driving the car through the key fob and connected smartphone, learning and automating their preferences over time, so the vehicle is just as they like it when they open the door and sit down.

The Discovery Sport also features an optional wireless device charging pad with signal boosting within the center console storage area. The Smartphone Pack with Apple CarPlay® and Android Auto™ is now standard across the Discovery Sport model range, as is Bluetooth® technology which can pair two phones at the same time, so the driver and passenger can both connect to the system².

ADVANCED CABIN AIR FILTRATION

Discovery Sport customers can also benefit from the new Advanced Cabin Air Filtration system, available as an option for the first time and complementing the existing optional Cabin Air Ionization technology that was introduced for 2020 model year. These technologies are designed to help filter out fine particulates within the cabin.

When switched on via the Purify button within the vehicle touchscreen², the system is designed to help reduce the number of in-cabin allergens and fine particulates down to and below 2.5 microns in size. Customers can also enable automatic activation of Purify mode. In this instance, when the sensors detect an increase in harmful allergens or particulates, the system will turn on automatically.

Users will be able to view the effect of the purification action on the cabin air relative to the air outside on the central touchscreen, denoted by a simple color scale highlighting the indoor and outdoor air quality². The system also incorporates an active carbon filter, designed to help remove unpleasant odors and Volatile Organic Compounds (VOCs).

Available Cabin Air Ionization is designed to help further enhance the air quality within the vehicle. The system uses Nanoe™ technology to condense moisture from cabin air, breaking it into tiny electrically charged particles that react with air contaminants, to help neutralize odors, bacteria and allergens.

DRIVER ASSISTANCE TECHNOLOGY

Other technology updates include a comprehensive suite of standard driver assistance features, such as Traffic Sign Recognition, Lane Keep Assist and Driver Condition Monitor. The introduction of a standard 3D Surround Camera provides a view of what's happening around the vehicle at speeds of up to 19mph^{3,4}.

These new systems complement the available ClearSight Ground View³ and ClearSight Rear View Mirror^{3,6} technologies introduced for 2020 model year; smart camera technology stitches together images below the hood, while the latter provides an interchangeable rear view mirror and video screen, for enhanced visibility.

¹ All prices shown are Manufacturer's Suggested Retail Price. Excludes \$1,050 destination and delivery, tax, title, license, and retailer fees, all due at signing, and optional equipment. Retailer price, terms and vehicle availability may vary. See your local authorized Land Rover Retailer for details.

² Driving while distracted can result in loss of vehicle control. Do not operate, adjust or view the navigation or multimedia systems under conditions that will affect your safety or the safety of others. Only use mobile phones, and other devices, even with voice commands, when it is safe to do so. The Apple CarPlay and Android Auto user interfaces are products of Apple or Google and their terms and privacy statements apply. The interfaces require compatible iPhone or Android smartphone and message and data usage rates apply. Apple CarPlay is a registered trademark of Apple Inc. Android and Android Auto are trademarks of Google Inc.

³ These features are not a substitute for driving safely with due care and attention and will not function under all circumstances, speeds, weather and road conditions, etc. Driver should not assume that these features will correct errors of judgment in driving. Please consult the owner's manual or your local authorized Land Rover Retailer for more details.

⁴ Always follow local speed limits.

⁵ A one-year trial subscription is included with the vehicle. If you decide to continue service after your trial, the subscription plan you choose will automatically renew thereafter and you will be charged according to your chosen payment method at then-current rates. Fees and taxes apply.

⁶ Customers who wear varifocal or bifocal lenses may have issues adjusting to the mirror's digital mode. The normal mirror mode, however, can be used at any time. This feature is not a substitute for safe and attentive driving, and driver should not assume that it will correct errors of judgment in driving. Consult the owner's manual for more details.

⁷ Do not use Land Rover InControl® or Pivi Pro features under conditions that will affect your safety or safety of others. Driving while distracted can result in loss of vehicle control. Land Rover InControl has a number of purchasing options that are available. Certain Pivi Pro features use an embedded SIM card, may require a data plan with separate terms and conditions, and an additional subscription after an initial term. Mobile connectivity cannot be guaranteed in all locations. The Land Rover InControl Apps™ and Land Rover Remote™ smartphone apps will work with Android™ devices from version 4.1 and Apple® devices from iOS V7.0 and must be downloaded from the Apple App Store or Google Play Store. Please see your local authorized Land Rover Retailer for more details.

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Note to Editors:

Information about Land Rover North America products is available to consumers at www.landroverusa.com. Visit www.us.media.landrover.com for news releases, high-resolution photographs and broadcast quality video footage. Additional media updates are available on Facebook (LandRoverUSA) and Twitter (@interactivelr).

About Land Rover

Founded in 1948, Land Rover designs and engineers its vehicles in the United Kingdom. For over 70 years the brand has built a reputation for providing its clientele with some of the most luxurious and capable vehicles in the world; whether driving through the heart of the city or traversing the countryside on- and off-road. Today's Land Rover lineup includes the Defender; Discovery and Discovery Sport; Range Rover, Range Rover Sport, Range Rover Velar and Range Rover Evoque. Land Rover is fully engaged with sustainability initiatives and social concerns with continuous involvement in environmental and community programs. For more information, visit the official Land Rover website at www.landroverusa.com.

About Jaguar Land Rover

Jaguar Land Rover is the UK's largest automotive manufacturer, built around two iconic British car brands: Land Rover, the world's leading manufacturer of premium all-wheel-drive vehicles; and Jaguar, one of the world's premier luxury sports sedan and sports car marques.

At Jaguar Land Rover, we are driven by a desire to deliver class-leading vehicles, which will provide experiences our customers will love, for life. Our products are in demand around the globe. In 2018 Jaguar Land Rover sold 592,708 vehicles in 128 countries.

We support around 260,000 people through our retailer network, suppliers and local businesses. At heart we are a British company, with two major design and engineering sites, three vehicle manufacturing facilities and an engine manufacturing center in the UK. We also have plants in China, Brazil, India, Austria and Slovakia.