



ABOVE & BEYOND

NEWS

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WORLD PREMIERE: INTRODUCING THE NEW RANGE ROVER EVOQUE, THE LUXURY SUV FOR THE CITY AND BEYOND

- The next-generation Range Rover Evoque premiered with a high-energy dynamic display in London's creative hub
- The New Range Rover Evoque sets new standards of refinement, capability and sustainability in the compact SUV segment, created from an all-new vehicle architecture
- Featuring a modernist exterior design, with a luxurious technology-rich interior with new materials crafted from eucalyptus, wool and recycled plastics
- All-new 48-volt 296-hp mild-hybrid (MHEV) powertrain available alongside a 246-hp Ingenium four-cylinder gasoline engine
- Range Rover fans, including Guy Ritchie, Richard Madden, Taron Egerton, Luke Evans, Stephen Graham, Edith Bowman and Mollie King attended the reveal and an exclusive Boiler Room X Evoque gig curated by activist and model Adwoa Aboah
- Adwoa Aboah stunned at the star-studded launch wearing a specially commissioned dress by designer Ashley Williams, crafted using the responsibly-sourced materials also featured in the Range Rover Evoque
- British Fashion House Mulberry collaborates with Range Rover on a concept travel bag collection using the eucalyptus textile featured the seats of the Range Rover Evoque
- Range Rover brand partnership with legendary Swiss watch brand Zenith continues, with a 200-piece limited edition watch, available to buy now
- Premium audio company Master & Dynamic presents Range Rover Evoque-inspired limited edition concept wireless earphones
- Three-day 'pop up' experience will be open this weekend at London's Truman Brewery for first customers to take a test drive
- Additional details and U.S. pricing to be announced at the U.S. debut of the new Evoque at the 2019 Chicago Auto Show in February. For more information or to register your interest visit LandRoverUSA.com/allnewevoque

(LONDON, U.K.) – Thursday November 22, 2018 - The Land Rover brand's highly-anticipated luxury compact SUV, the New 2020 model year Range Rover Evoque, has been revealed in London's creative East End with a high-energy display, which saw a number of vehicles driving across digital skylines around the globe.

Twitter: @interactivelr

Information about Land Rover North America products is available to consumers at www.landroverusa.com

Go to www.us.media.landrover.com for news releases, high-resolution photographs and broadcast quality video footage

Gerry McGovern, Land Rover Chief Design Officer, said, "When Range Rover Evoque made its debut back in 2010, it transformed the world of compact SUVs and the new model is set to continue that remarkable journey. This characterful vehicle combines refinement and fun to create that all important emotional reaction that will turn heads and make people smile."

Having pioneered the luxury compact SUV market, with global sales of over 772,000 and more than 217 international awards, the new Range Rover Evoque is a sophisticated evolution of the original model. Combining unrivalled Range Rover heritage with cutting-edge technology – designed, engineered and manufactured in Britain – it offers something truly unique to today's customers. Tech firsts include a

virtually “transparent hood” technology and a rear-view mirror that turns into an HD screen displaying a camera feed of what’s behind the vehicle¹.

Nick Rogers, Executive Director, Product Engineering, Jaguar Land Rover, said, “Underneath the skin is an engineering and technical revolution. The architecture is all-new to accommodate both plug-in and mild hybrid systems, with only the door hinges remaining unchanged on the body. The new chassis makes the most of the stiffer body, ensuring the characteristic ride comfort and refinement of a Range Rover.

“The Range Rover Evoque is now smarter than ever. The software that sits behind our infotainment system has been refined to provide a more intuitive customer experience. On top of that, we’ve added Apple CarPlay and Android Auto for seamless smartphone integration.”

Land Rover also collaborated with a number of fashion and technology brands to bring the design, innovation and sustainability characteristics of the New Range Rover Evoque to life.

British activist and model Adwoa Aboah wore a specially commissioned dress designed by Ashley Williams, crafted using the vehicle’s suedecloth textile. This interior textile is made from recycled polyester microfibers, from items such as plastic bottles - in fact the equivalent of 40 plastic bottles go into each vehicle specified with these seats².

British fashion house Mulberry re-imagined the sustainably-sourced Eucalyptus interior material of the new Range Rover Evoque into a concept luxury travel collection inspired by the SUV. The new weekend bag shape is quilted with the car’s grille pattern, and comes in two color ways: Ebony with Ebony trim, or Ebony with Oxblood trim. Available in two sizes - large and small weekend, with key fob - the concept collection is not yet available to buy, but customers can register their interest at mulberry.com/range-rover

New York-based, premium audio company, Master & Dynamic, created two bespoke concept Range Rover Evoque x Master & Dynamic MW07 Wireless Earphones. Each pair is made from handcrafted acetate inspired by the launch colors of the New Range Rover Evoque, featuring a unique grille pattern in copper and silver accents. The wireless earphones connect via Bluetooth to personal devices and are housed in a polished stainless steel wireless charging case to deliver the ultimate mobile listening experience. For more information visit www.masteranddynamic.com

The latest Zenith watch from the DEFY Classic collection was specially co-developed by design and technical engineering teams working in close harmony. The 200-piece limited edition watch is a combination of unmistakable elements drawn from its automotive inspiration – from the color to the design itself. The Range Rover Evoque Zenith watch is available to buy now through Zenith's retail network or limited Land Rover dealerships from early 2019.

Fans can follow the story using #LiveForTheCity or #HelloEvoque or by visiting landrover.com/liveforthecity/

- (1) 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.
- (2) 53 plastic bottles based on a 0.5cl bottle.

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About Land Rover

Founded in 1948, Land Rover designs, engineers, and manufactures its vehicles in the United Kingdom. For almost 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 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 brands.

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 2017/18 Jaguar Land Rover sold 614,309 vehicles in 129 countries, with more than 80 percent of our vehicles being sold abroad.

We support around 260,000 people through our retailer network, suppliers and local businesses. Manufacturing is centered in the UK, with additional plants in China, Brazil, Austria and Slovakia.

Our innovation is continuous: we will spend in the region of £4 billion this year on new product creation and capital expenditure.

From 2020 all new Jaguar Land Rover vehicles will be electrified, giving our customers even more choice. We will introduce a portfolio of electrified products across our model range, embracing fully electric, plug-in hybrid and mild hybrid vehicles as well as continuing to offer the latest diesel and gasoline engines.