



ABOVE & BEYOND

LAND ROVER ANNOUNCES NEW 'PLAY HARDER THIS WINTER' ADVERTISING CAMPAIGN WITH U.S. SKI & SNOWBOARD

- Land Rover debuts new winter advertising campaign featuring members of the Land Rover U.S. Ski & Snowboard Team
- Campaign includes product advertisements featuring U.S. Ski & Snowboard athletes and a Land Rover brand commercial starring Olympic gold medalist Mikaela Shiffrin driving the 2020 Range Rover Sport
- Campaign to run nationally throughout the winter season on broadcast, online video and social channels, featuring Range Rover Sport, Range Rover Velar, Discovery and Discovery Sport models
- Land Rover was named the Official Vehicle Partner of U.S. Ski and Snowboard in the USA in September 2019
- "Visa Big Air Presented by Land Rover" events taking place in Atlanta on December 20-21, 2019
- "Play Harder This Winter" campaign is led by a hero TVC, watch [here](#)

(MAHWAH, N.J.) – December 9, 2019 – Land Rover North America today debuted its new brand and product advertising campaign, titled "Play Harder This Winter," highlighting the British Premium SUV brand's partnership with U.S. Ski & Snowboard. The campaign is led by a 30 second brand film, accompanied by 30 and 15 second product spots, all of which feature several U.S. Ski & Snowboard athletes showcasing how Land Rover vehicles are perfect for those who love to be outside in the winter.

The campaign debuts today with a brand commercial featuring Land Rover U.S. Alpine Ski Team member, and two-time Olympic gold medalist Mikaela Shiffrin. In the 30 second spot, Mikaela enjoys overcoming heavy winter snow with ease and determination in a Range Rover Sport to make it to the mountain daily. The brand spot will appear across a mix of channels, and will run during National Football League (NFL) games on CBS and FOX

The campaign also includes 30 and 15 second spots featuring freeskiers David Wise and Maggie Voisin, snowboarder Maddie Mastro, and Land Rover U.S. Alpine team members Bryce Bennett and Steven Nyman, alongside the Range Rover Sport, Land Rover Discovery, Discovery Sport and Range Rover Velar. Each spot showcases key Land Rover vehicle features helpful for winter play, including Terrain Response Control (Range Rover Sport), Intelligent Seat Fold (Land Rover Discovery), Activity Key (Discovery Sport), and heated and massaging seats (Range Rover Velar).

"As snow has started to fall and the competitive Ski and Snowboard season has started, Land Rover is calling for people to *Play Harder* this season with a campaign starring U.S. Ski and Snowboard athletes enjoying their Land Rover SUVs," said Kim McCullough, Vice President of Marketing, Jaguar Land Rover North America. "As partners with U.S. Ski and Snowboard, this campaign is a first step to give increased visibility to these sensational athletes and celebrate how they work and play hard every winter."

Land Rover was named the Official Vehicle Partner of U.S. Ski and Snowboard in the USA in September 2019. U.S. Ski & Snowboard supports nearly 200 national team athletes and represented 80 percent of Team USA's gold medals during the PyeongChang 2018 and Sochi 2014 Olympic Winter Games. This year, U.S. Ski & Snowboard athletes will participate in more than 200

competitions globally, including 35 events in the United States. As part of the sponsorship agreement, Land Rover will support 10 U.S. Ski & Snowboard athlete ambassadors including Olympic gold medalists and World Champions.

The multi-year partnership also names Land Rover as the title sponsor of the Land Rover U.S. Alpine Ski Team, the Land Rover U.S. Grand Prix series, and presenting sponsor of the “Visa Big Air Presented by Land Rover” events, which takes place at SunTrust Park in Atlanta, GA on December 20-21, 2019. The Visa Big Air presented by Land Rover is part of a multi-year commitment by U.S. Ski & Snowboard to bring big air events to the masses in breathtaking new environments by hosting one city big air event per season leading into the 2022 Beijing Olympic Winter Games. The event will be sanctioned as a FIS Snowboard and Freeski World Cup and will offer elite international men’s and women’s big air competition.

The Visa Big Air will be the first event of its kind to come to Atlanta. Event organizers expect to provide a taste of mountains and Olympic winter competition to 20,000 fans for each of the two days of competition. U.S. Freeski Olympian Maggie Voisin (Whitefish, Mont.), as well as the 2018-19 FIS Snowboard Overall Crystal Globe Winner Chris Corning (Silverthorne, Colo.) will represent the U.S. Snowboard Team.

Land Rover offers some of the most luxurious and capable SUVs in the world. From the effortlessly elegant Range Rover to the versatile Discovery featuring available three-row seating, and the recently revealed all-new Defender, the Land Rover lineup of award-winning SUVs is built for adventure in the toughest terrain and weather conditions.

To follow the action throughout the season, follow @LandRoverUSA and @USskiteam.

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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, engineers, and manufactures 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.

From 2020 all new Jaguar Land Rover vehicles will offer the option of electrification, 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.

About U.S. Ski & Snowboard

U.S. Ski & Snowboard is the Olympic National Governing Body (NGB) of ski and snowboard sports in the USA, based in Park City, Utah. Tracing its roots directly back to 1905, the organization represents nearly 200 elite skiers and snowboarders in 2019, competing in seven teams; alpine, cross country, freeski, freestyle, snowboard, nordic combined and ski jumping. In addition to the elite teams, U.S. Ski & Snowboard also provides leadership and direction for tens of thousands of young skiers and snowboarders across the USA, encouraging and supporting them in achieving excellence. By empowering national teams, clubs, coaches, parents, officials, volunteers and fans, U.S. Ski & Snowboard is committed to the progression of its sports, athlete success and the value of team. For more information, visit www.us Skiandsnowboard.org