



JAGUAR LAND ROVER ACQUIRES ALL-TERRAIN PERFORMANCE SPECIALIST BOWLER

- **Jaguar Land Rover’s Special Vehicle Operations division adds Bowler to its portfolio of automotive businesses**
- **Bowler brings its expertise in all-terrain vehicle dynamics, low-volume production techniques and extreme durability to Jaguar Land Rover**
- **Derbyshire-based specialist complements existing SV, Vehicle Personalisation and Classic divisions**
- **Jaguar Land Rover acquisition secures the future of the Bowler brand, products and support for its customers worldwide**

18 December 2019, Belper, Derbyshire, UK – Jaguar Land Rover today announces it has acquired Bowler, the UK-based manufacturer of all-terrain performance cars, parts and rally raid vehicles.

Founded in 1985, Bowler pioneered the production of dedicated off-road competition cars in the UK and has achieved success in international rally raid events. The expertise Bowler has amassed for all-terrain vehicle dynamics, low-volume production techniques, and proving the durability of components under extreme conditions, is highly sought-after.

Special Vehicle Operations is a fast-growing business that amplifies the key attributes of Jaguar and Land Rover vehicles to create distinctive world-class products – including SV, Vehicle Personalisation and Classic. Adding Bowler as a fourth business unit is a natural fit.

Since its inception Bowler has had a close affiliation with Land Rover, which was formalised with a brand partnership in 2012 that led to the creation of the popular Defender Challenge by Bowler rally series in 2014-2016.

Company founder Drew Bowler died suddenly in 2016, but his legacy and spirit lives on in the team based at Bowler’s premises in Derbyshire, including members of Drew’s family.

Michael van der Sande, Managing Director, Jaguar Land Rover Special Vehicle

Operations, said: *“For almost 35 years the Bowler name has stood for innovation and success, with a reputation forged by its participation in the world’s toughest off-road motorsport competitions. It’s exciting that we’re now in a position to participate in and lead the Bowler brand’s future as part of Jaguar Land Rover.*



“At Special Vehicle Operations we are all eager to start working with our new colleagues at Bowler. Adding the Bowler team’s skills and experience to those of SV, Vehicle Personalisation and Classic is a key step in our strategy to create an exciting and diverse portfolio of products and businesses within Special Vehicle Operations.

“Our immediate focus is on ensuring continuity of support for Bowler employees and customers during this transition to Jaguar Land Rover.”

The Bowler business is now fully-owned by Jaguar Land Rover. Bowler will continue to operate from its premises in Belper for the foreseeable future.

To contact Bowler, call +44(0)1773 824111 or email info@bowlermotorsport.com

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About Land Rover

Since 1948 Land Rover has been manufacturing authentic 4x4s that represent true 'breadth of capability' across the model range. Defender, Discovery, Discovery Sport, Range Rover, Range Rover Sport, Range Rover Velar and Range Rover Evoque each define the world's SUV sectors, with 80 per cent of this model range exported to over 100 countries.

About Special Vehicle Operations

Special Vehicle Operations is a specialist team of Jaguar and Land Rover designers, engineers and technicians dedicated to amplifying the performance, luxury and capability attributes of Jaguar and Land Rover vehicles:

SV designs, engineers and produces high specification SV-branded Jaguars and Land Rovers, amplifying key characteristics including performance and luxury.

Vehicle Personalisation undertakes bespoke commissions, one-off vehicles and is responsible for Jaguar Land Rover's vehicle accessories and Premium Palette paint.

Classic is the official source of authentic cars, expert services, genuine parts and unforgettable experiences for classic Jaguar and Land Rover enthusiasts worldwide.

Bowler, which comprises the businesses of Bowler Brands Limited, Bowler Motor Sport Limited and Bowler Manufacturing Limited, manufactures all-terrain performance cars and rally raid vehicles. Wilkin Chapman Business Solutions Ltd assisted with the transaction via the Administration of the previous Bowler companies.

See: <https://www.landrover.com/special-vehicle-operations/special-vehicles.html>
<https://www.landrover.com/explore-land-rover/land-rover-classic/index.html>

Bowler’s motorsport heritage

1985 Drew Bowler begins making and selling competitive safari and trials cars from his home in Derbyshire

1991 Drew Bowler wins ARC National Comp Safari

2000 Bowler first competes in world-famous Dakar Rally in Africa, and races in central Europe

2004 Bowler vehicle wins British Hill Rally Championship

2005 Bowler's largest ever Dakar entry means it's the second largest factory team, and has highest finisher rate

2006 Bowler vehicles win both the British Baja National Championship and the French Baja

2012 Bowler agrees formal brand partnership with Land Rover across sponsorship, marketing and engineering

2014 Defender Challenge launched to prepare competitors for Dakar. Bowler moves into new production facility

MEDIA INFORMATION



2016 CSP development begins. Company founder Drew Bowler sadly passes away in November

2018 Bowler vehicles claim first, second and fourth overall on Tuareg Rallye. Military CSP concept debuts

2019 Jaguar Land Rover acquires Bowler

Land Rover Channels

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