



NEW RANGE ROVER WORLD PREMIERE: BREATHTAKING MODERNITY, PEERLESS REFINEMENT AND UNMATCHED CAPABILITY



- **Exclusive reveal:** Unveiled at the Royal Opera House, London, in front of leaders from the worlds of art, culture, business and sport
- **Fifth generation:** Leads by example with breathtaking modernity, peerless refinement and unmatched capability, informed by more than 50 years of evolution
- **Modern luxury:** New Range Rover is defined by harmony of proportions, reductive surfaces and precise lines - supported by design-enabling technologies to give a honed-from-solid appearance
- **Extended-range PHEVs:** 510PS and 440PS plug-in hybrids with all-electric range of up to 100km¹, available with sustainable leather-free textiles
- **Pure electric:** All-electric Range Rover will join the line-up in 2024, bringing zero tailpipe emissions for the first time
- **Breadth of choice:** New MLA-Flex body architecture provides Standard and Long Wheelbase, and for the first time in a Range Rover, seven-seat luxury
- **Tranquil sanctuary:** Pioneering air purification technology improves cabin air quality, while active noise cancellation helps create one of the quietest vehicle interiors on the road
- **New Range Rover SV:** Also unveiled, and on sale later in 2022, a unique interpretation of Range Rover luxury and personalisation, handcrafted by Special Vehicle Operations
- **Investing in quality:** New production line at the historic home of Range Rover, in Solihull, will ensure the latest Range Rover continues to be the must-have luxury SUV globally



Tuesday October 26, 2021, Whitley, UK – Land Rover has revealed the New Range Rover at the Royal Opera House in London. The next generation defines modern luxury by design, providing more refinement, customer choice and scope for personalisation than ever before.

Thierry Bolloré, Chief Executive Officer, Jaguar Land Rover, said: *"The New Range Rover is a superb manifestation of our vision to create the world's most desirable luxury vehicles, for the most discerning of customers. It writes the next chapter in the unique story of pioneering innovation that has been a Range Rover hallmark for more than 50 years."*

Range Rover is the original luxury SUV and has led by example for 50 years, combining serene comfort and composure with all-conquering capability. The New Range Rover is the most desirable yet, effortlessly combining breathtaking modernity and aesthetic grace with technological sophistication and seamless connectivity – with space for up to seven adults for the first time.

The fifth-generation luxury SUV takes Land Rover's modernist design philosophy to the next level with a contemporary interpretation of its trademark profile to create an incredible design statement.

Prof Gerry McGovern OBE, Chief Creative Officer, Jaguar Land Rover, said: *"It is possible to respect your DNA and still project forwards – and that is what we have done. The modernist nature of our design philosophy doesn't follow fashion or trend. It's free from superfluous detail, resulting in a form which speaks to modernity, yet is full of charm and delivers new levels of emotional engagement. The new Range Rover is quite simply the most desirable ever created."*

The New Range Rover can trace its origins back through the generations; the falling roofline, strong waistline – with its horizontal emphasis – and lower rising sill.

The characteristically short front overhang, formal front end, upright windscreen and distinctive boat tail rear, which tapers in plan view, are key elements in defining Range Rover's proportions and conveying its peerless presence.

Flush elements and tight tolerances are a hallmark of the New Range Rover and design-enabling technologies contribute to its sophisticated honed-from-solid appearance, include flush glazing, a hidden waist rail finisher and seamless laser-welded roof joints. The distinctive hidden-until-lit rear lights are also critical to the success of the design and will become a Range Rover signature.



Also unveiled at the Royal Opera House, the New Range Rover SV will give customers even more scope to create a truly individual vehicle when it goes on sale in 2022.

The SV model is an exquisite interpretation of Range Rover luxury and personalisation, epitomising exceptional craftsmanship. Materials for exclusive Range Rover SV design details include lustrous plated metals, smooth ceramics, intricate mosaic marquetry, as well as a choice of high-grade leathers or sustainable non-leather Ultrafabrics™. Additional design themes including SV Serenity and SV Intrepid introduce two-tone front-to-rear contrasting interior colourways, while the sumptuous four-seat SV Signature Suite features functional enhancements including an electrically deployable Club Table and refrigerator.

This hand-crafted model will be the first vehicle to carry the new ceramic SV roundel and naming strategy and will be known simply as Range Rover SV. The SV roundel represents Special Vehicle Operations' design and engineering passion for modern luxury, performance and capability. The SV roundel will identify all new Land Rover vehicles launched by Special Vehicle Operations in the future.

The New Range Rover combines advanced technology with modern luxury to deliver peerless refinement for every occupant and is the first model to use Land Rover's new flexible Modular Longitudinal Architecture.

MLA-Flex can accommodate internal combustion, plug-in hybrid and 100 per cent electric powertrains. It represents the next step in Land Rover's simplified architecture strategy as part of the move to deliver greater powertrain flexibility and set new quality benchmarks.

It is available with a choice of efficient mild-hybrid and plug-in hybrid powertrains and four, five or seven-seat interiors across Standard and Long Wheelbase body designs. A pure-electric Range Rover – the first all-electric Land Rover – will join the line-up in 2024.

The pure-electric New Range Rover will be the first in a series of all-electric Land Rovers. Every nameplate will be available with pure-electric propulsion by the end of the decade, helping Jaguar Land Rover achieve net zero carbon across its products, operations and supply chain by 2039.

The extended Range plug-in hybrid electric vehicle (PHEV) powertrains provide CO₂ emissions below 30g/km, with a WLTP certified pure-electric driving range of up to 100km (62 miles).¹ They deliver an expected real-world pure-electric driving range of up to 80km (50 miles) – enough for typical Range Rover customers to complete up to 75 per cent of trips using electric power only⁵.

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A suite of innovative technologies contributes to the New Range Rover's peerless comfort and refinement. New third-generation Active Noise Cancellation⁴ technology delivers one of the quietest cabins on the road. It builds on the hushed and sealed body architecture by using microphones on the outside of the vehicle and headrest speakers on the inside to create personal quiet zones for the cabin occupants – much like high-end active noise cancelling headphones.

The New Range Rover offers intuitive voice control with Amazon Alexa built-in². Using natural voice commands enables customers to manage everything from favourite infotainment features and music track selection to navigation or phone contacts – all while keeping their hands on the wheel and their eyes on the road.

Comfort and wellbeing are enhanced by Cabin Air Purification Pro³, which combines dual-nanoe™ X technology for allergen reduction and pathogen removal to help significantly reduce odours and viruses, while CO₂ Management and PM2.5 Cabin Air Filtration enhance air quality. Advanced nanoe™ X technology is scientifically proven to significantly reduce viruses and bacteria including SARS-CoV-2 viruses³.

Sustainability extends beyond the choice of efficient powertrains, with innovative materials and processes combining to reduce the environmental impact of producing and driving the New Range Rover. These include a Kvadrat™ remix wool blend fabric that will be offered as a leather-free interior option. Its wool blend is warm and cossetting, making it the perfect cloth to accompany the technical Ultrafabrics™ material, which has all the tactile qualities of leather but is 30 per cent lighter and generates only a quarter of the CO₂.

Customary Range Rover capability and composure is provided by Land Rover's pioneering Integrated Chassis Control system, which controls the most comprehensive array of chassis technologies ever fitted to a vehicle of this kind. All-Wheel Steering provides greater high-speed stability and the tightest turning circle of any Land Rover, while advanced Electronic Air Suspension pre-emptively reacts to the road ahead using eHorizon navigation data. New Dynamic Response Pro technology provides fast-reacting electronic roll control for elevated composure and agility in all environments.

The all-new fifth-generation Range Rover has been designed, developed and engineered in the UK and will be produced exclusively at Land Rover's Solihull Manufacturing Facility – the historic home of Range Rover – on a new state-of-the-art production line. The investment at the plant will drive enhanced quality, with assembly of efficient mild-hybrid, plug-in hybrid and pure-electric examples of the New Range Rover on the same line.

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The New Range Rover is the most desirable ever made and will continue to be the must-have luxury SUV globally.

Available to order now.

¹PHEV figures quoted at launch are based on Manufacturer's Estimates. The figures provided at launch are based on Manufacturer's Estimates in accordance with EU WLTP legislation for Standard Wheelbase five seat derivatives with a fully charged battery. For comparison purposes only. Real world figures may differ. CO₂, fuel economy, energy consumption and range figures may vary according to factors such as driving styles, environmental conditions, load, wheel fitment, accessories fitted, actual route and battery condition. Range figures are based upon production vehicle over a standardised route. PHEV available to order early 2022

²Amazon Alexa Voice AI is only available in certain markets. Amazon, Alexa and all related logos are trademarks of Amazon.com, Inc. or its affiliates. Certain Alexa functionality is dependent on smart home technology. Use of Amazon Alexa requires an Amazon account

³[Texcell research](#), 2020 carried out for and result supplied by Panasonic

⁴Standard on vehicles fitted with Meridian Signature Surround sound systems

⁵Manufacturer's Estimates. Actual charge times may vary according to environmental conditions and available charging installation. Assumes charging only at home and based on anonymised ownership data from global Range Rover customers

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Further Information

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Notes to Editors

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.

Important notice

Jaguar Land Rover is constantly seeking ways to improve the specification, design and production of its vehicles, parts and accessories and alterations take place continually. Whilst every effort is made to produce up-to-date literature, this document should not be regarded as an infallible guide to current specifications or availability, nor does it constitute an offer for the sale of any particular vehicle, part or accessory. All figures are manufacturer's estimates.