

LAND ROVER DEFENDER CROWNED 2021 WORLD CAR DESIGN OF THE YEAR



- **Design prize:** New Land Rover Defender named 2021 World Car Design of the Year as unstoppable all-terrain model beats shortlisted rivals to win coveted award
- **Breadth of capability:** Judges commend Defender's distinctive design, all-conquering off-road capability, excellent on-road dynamics and 21st century practicality and connectivity
- **Customer appeal:** Line-up provides incredible choice, including 90 and 110 body designs, commercial Hard Top derivatives and powertrains ranging from a plug-in hybrid to a new V8
- **Serial success:** Latest prize means Defender has now won 53 international awards since launch, with Land Rover experiencing unprecedented demand for the 90 and 110
- **Choose your model:** 90 Hard Top priced from £35,360 OTR (ex. VAT), 90 from £44,825 and 110 starting at £46,215 in the UK. Configure yours at www.landrover.com/Defender

Whitley, UK, Tuesday 20th April 2021 – The Land Rover Defender has been named 2021 World Car Design of the Year at the annual World Car Awards. It's the third time Land Rover has claimed the coveted prize following previous wins for Range Rover Velar (2018) and Range Rover Evoque (2012) and is the latest in a number of global awards for the rugged 4x4.

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New Defender remains true to the pioneering spirit that has been a Land Rover hallmark for more than 70 years and redefines adventure for the 21st century. Iconic in name, shape and capability, it is available in a choice of body designs and can be personalised with a choice of four Accessory Packs to help owners make more of their world.

The World Car Design of the Year prize recognises the most outstanding new car of the last 12 months and rewards vehicles demonstrating the highest standards of technical innovation and design and that push established boundaries.

Prof. Gerry McGovern OBE, Chief Creative Officer, Jaguar Land Rover, said: *"New Defender is influenced by its past but is not constrained by it and we are delighted it has been honoured with this award. Our vision was to create a 21st century Defender by pushing the boundaries of engineering, technology and design while retaining its renowned DNA and off-road capability. The result is a compelling 4x4 that resonates with customers on an emotional level."*

This year, all the contenders competing in the other four award categories were eligible for the World Car Design of the Year prize. A panel of seven automotive design experts reviewed the contenders to establish a shortlist of recommendations for the jurors' final vote, made by the 93 international journalists that comprise the jury panel.

The design experts included Gernot Bracht (Germany – Pforzheim Design School), Ian Callum (United Kingdom – Director of Design, CALLUM), Gert Hildebrand (Germany – Owner Hildebrand-Design), Patrick le Quément (France – Designer and President of the Strategy Committee – The Sustainable Design School), Tom Matano (USA – Academy of Art University, Former Head of Design – Mazda), Victor Nacif (USA – Chief Creative Officer, Brojura.com and Design instructor, New School of Architecture and Design) and Shiro Nakamura (Japan – CEO, Shiro Nakamura Design Associates Inc.).

A distinctive silhouette makes the New Defender instantly recognisable, with minimal front and rear overhangs providing excellent approach and departure angles. Land Rover's designers re-envisioned familiar Defender trademarks, giving the 4x4 a purposeful upright stance and Alpine

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light windows in the roof, while retaining the side-hinged rear tailgate and externally-mounted spare wheel that make the original so identifiable.

The stripped-back personality of the original Defender has been embraced inside, where structural elements and fixings usually hidden from view have been exposed, with the emphasis on simplicity and practicality. Defender 110 offers five, six or 5+2 seating configurations, while the 90 is capable of accommodating six occupants in a vehicle the length of a compact family hatchback.

Defender's breadth of capability raises the threshold for off-road ruggedness and on-road comfort. Underpinned by Land Rover's strong D7x aluminium platform – the brand's stiffest ever body structure – advanced all-terrain technologies and state-of-the-art powertrains deliver unstoppable capability. Its carefully honed handling delivers a rewarding drive and first-class comfort across all terrains, and the experts at Euro NCAP awarded the Defender a maximum five-star safety rating.

A choice of advanced Ingenium petrol and cleaner diesel engines ensure Defender has the power, control and efficiency for any environment, while a Plug-in Hybrid Electric Vehicle (PHEV) powertrain provides silent EV-only progress of up to 27 miles*. In addition, the new 525PS Defender V8 combines characteristic Land Rover capability with incredible performance and bespoke chassis settings for heightened driver engagement.

The Defender family now encompasses the Defender 90 and Defender 110, as well as the 90 and 110 Hard Top commercial variants. Since its launch, Defender has won more than 50 global accolades, including Top Gear's 2020 Car of the Year, MotorTrend's 2021 SUV of the Year and Autocar's Best SUV 2020.

**All fuel consumption and CO2 data quoted above relates to Official EU-WLTP TEL Combined Test Figures for five-seat derivatives. The figures provided are as a result of official manufacturer's tests in accordance with EU legislation. For comparison purposes only. Real world figures may differ. CO2 and fuel economy figures may vary according to factors such as driving styles, environmental conditions, load and accessories.*

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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.