



ABOVE & BEYOND

# NEWS

## WORLD PREMIERE: NEW RANGE ROVER VELAR UNVEILED AT THE DESIGN MUSEUM, LONDON

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- The Design Museum hosts the world premiere of the new Range Rover Velar
- Range Rover Velar demonstrates the power of British innovation: designed, engineered and manufactured in the UK
- The Velar is the new addition to the Range Rover family, positioned between the Range Rover Evoque and the Range Rover Sport
- The Velar, now on public display in the Design Museum until March 6, signals the start of an on-going Jaguar Land Rover partnership with the museum
- Available to configure online now, Range Rover Velar arrives at retailers later this year, priced from \$49,990<sup>1</sup>
- For full product information, click [here](#) for technical press kit

**(London, UK) March 1, 2017** – Taking its place alongside the works of the greatest designers of all time, the Design Museum welcomed a new exhibit this evening: the Range Rover Velar.

The [Velar](#) launches with a suite of consumer technologies working together in an all-new infotainment environment. The new system called Touch Pro Duo which is part of the Land Rover InControl<sup>®</sup> technology suite<sup>2</sup>. With a slender profile and clean surfaces, the innovation makes the in-car technology experience clearer, quicker and more enjoyable.

The fourth member of the Range Rover family was unveiled in spectacular style at the Design Museum, London, where the audience also enjoyed a photographic exhibition by world renowned photographer Gary Bryan, showcasing elements of the new vehicle. The images are now being shown on the Land Rover Instagram channel: [@landroverusa](#)

The Range Rover Velar is the first vehicle to be launched and displayed at the new Design Museum, which opened to the public in November 2016 after moving from its original Shad Thames location. The Range Rover Velar was simultaneously shown for one night only in a pop-up display on Kensington High Street, West London, alongside the Range Rover Evoque, Range Rover Sport and full-size Range Rover.

The Range Rover Velar is now on public display in the Design Museum, in a unique installation, open until March 6, 2017. The exhibit is called 'Reductionism', which showcases the philosophy of stripping away complexity to reveal true quality.

The last time Land Rover displayed a vehicle in this way was in the early 1970s when the original Range Rover was shown at the world-famous Louvre Museum in Paris, as an example of "exemplary industrial design."

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Information about Land Rover  
North America products is  
available to consumers at  
[www.landroverusa.com](http://www.landroverusa.com)

Go to  
[www.us.media.landrover.com](http://www.us.media.landrover.com) for  
news releases, high-resolution  
photographs and broadcast  
quality video footage

Jaguar Land Rover also announced a partnership with the London Design Museum, which will bring a series of collaborations, exhibitions and events to the museum over the next three years.

Land Rover Chief Design Officer, Gerry McGovern, said: "We are delighted to be able to begin our partnership with the Design Museum with such a significant vehicle. The new Range Rover Velar brings a new dimension of modernity to our brand while reinforcing our total commitment to design and engineering excellence."

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The new Range Rover Velar fills the space in the Range Rover family between the Range Rover Evoque and Range Rover Sport models. Refined for every occasion, and capable across a variety of terrains, the Range Rover Velar makes use of unique sustainable materials and advanced engineering to continue Land Rover's drive to go Above and Beyond.

Created from a clean sheet using the Jaguar Land Rover Lightweight Aluminium Architecture, the Range Rover Velar continues the brand's history of innovation, incorporating advanced technologies, compelling design and absolute attention to detail.

Peter Virk, Director of Connected Car & Future Technology, Jaguar Land Rover, said: "Two high definition 10-inch touchscreens are your window into the world. The connected infotainment system<sup>2</sup> learns from you and anticipates your needs, serving you what you want, when you want it – but never intrudes letting you enjoy the drive, while it takes the stress out of daily life, like any good butler or digital personal assistant should."

Advanced consumer technology is reflected in the use of trend setting materials. Offering greater choice to customers, the Range Rover Velar offers an optional sustainable, premium textile seat material as an alternative to leather. The Dapple Grey material was developed together with Kvadrat, a leading manufacturer of high-quality design textiles in Europe, and is complemented with Suedecloth inserts.

Pivotal to the contemporary design of the Velar are the full LED headlights, flush deployable door handles, and available Burnished Copper detailing on the hood vents, front bumper blades, and fender vents.

The Range Rover Velar has a sophisticated four-corner suspension system, delivering peerless refinement with unrivalled comfort and control. In the U.S., three engines are offered at launch, including a 247HP 2.0-liter Ingenium gasoline engine, a 180HP 2.0-liter Ingenium diesel engine, and a potent 380HP supercharged 3.0-liter V6 gasoline engine.

The Range Rover Velar is the third model to be launched at the Solihull manufacturing plant in just two years. It follows an injection of £1.5bn in new facilities and technologies at the plant which began with the Jaguar XE and F-PACE models.

For full product information, click [here](#) for technical press kit.

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- (1) All prices shown are Manufacturer's Suggested Retail Price. Excludes \$995 destination/handling charge, tax, title, license, and retailer fees, all due at signing, and optional equipment. Retailer price, terms and vehicle availability may vary. See your local authorized Land Rover Retailer for details.
- (2) Do not use Land Rover InControl<sup>®</sup> features under conditions that will affect your safety or the safety of others. Driving while distracted can result in loss of vehicle control.

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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 (LR4) and Discovery Sport; Range Rover, Range Rover Sport 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](http://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.*

*The company employs almost 38,000 people globally, with 330 in the U.S. and supports around 275,000 more through our dealerships, suppliers and local businesses. Manufacturing is centered in the UK, with additional plants in China, Brazil, India and Slovakia.*

*At Jaguar Land Rover we are driven by a desire to create class-leading products that deliver great customer experiences. The largest investor in R&D in the UK manufacturing sector, we have invested £12 billion (USD\$15.7 billion) in the last five years and in the current year alone will spend over £3 billion (USD\$3.9 billion) on new product creation and capital expenditure. Last year Jaguar Land Rover sold 487,065 vehicles in 160 countries, with more than 80 percent of our vehicles produced in the UK being sold abroad.*