**DEFENDER TROPHY: FIRST ENTRANT SELECTED FOR EPIC 2026 ADVENTURE**



*Naoki Imamura, Japan – the first qualifier for Defender Trophy – with Defender 110 Trophy Edition*

* First qualification event marks the start of the new Defender Trophy competition. Naoki Imamura will represent Japan at the global final in Africa, hosted with conservation partner Tusk in 2026
* More than 10,000 people worldwide have applied to take part in Defender Trophy so far, with six months of training and selection events in seven countries still to run
* Expedition-ready Defender 110 Trophy Edition met Camel Trophy legends and enthusiasts at Eastnor Castle in the UK to commemorate the historic event’s 45th anniversary.   
  A new short film explains how its spirit lives on in Defender Trophy: [Watch here](https://www.youtube.com/watch?v=kYP4__I2Eq8)
* Official Defender Trophy-branded apparel is now available to order from Defender retailers, including items that will be used in the competition itself, and model cars [https://shop.landrover.com/defender/the-defender-collection](https://shop.landrover.com/defender/the-defender-collection?utm_source=press_release_int&utm_medium=defender_trophy_collection_pr&utm_campaign=int_defendertrophy_collection_pr&utm_id=TrophyCollectionPR)
* Entries for Defender Trophy remain open in many participating countries. Find out more about Defender Trophy here: <http://landrover.com/defender-trophy>

**Gaydon, UK – Thursday 13 November 2025:** The Defender Trophy – a new kind of epic adventure with a greater purpose that marks the original British adventure brand’s return to global challenge events – has officially begun, with the first qualification event completed.

Naoki Imamura will represent Japan alongside 33 other individuals at the global final in Africa next year, hosted with Defender conservation partner Tusk.

Defender is looking for people with an unstoppable spirit of adventure to take on the Defender Trophy, a new kind of competition inspired by Trophy and Challenge events of the past. So far, more than 10,000 have applied, with more training and selection events in seven countries still to run over the next six months. Find out more about Defender Trophy – Epic Adventure, Greater Purpose – here: <http://landrover.com/defender-trophy>.

Japan was the first country to host a qualifying round. Twenty-four adventurers competed over two days, testing their intellectual prowess, physical strength and communication skills. These challenges included physical tasks with obstacles, transporting and setting up equipment, constructing bridges using logs and ropes, night driving missions and ascending and descending steep slopes.

**Mark Cameron, Managing Director, Defender,** said: *“The inaugural qualifying round of the Defender Trophy was truly outstanding. The participants embodied the spirit of Defender, pushing themselves to their limits not only physically, but also by trusting each other, assessing every situation and working in harmony with the local environment. This approach embodies the Defender brand's ethos of ‘embracing the impossible’. Congratulations to Naoki Imamura, we are confident his efforts in the upcoming global final will have a positive influence and leave a lasting legacy.”*

**Meeting the legends: Defender 110 Trophy Edition**

Defender Trophy is a new breed of competition, making a positive impact on the people and places it encounters. The new Defender 110 Trophy Edition will be central to the adventure. The distinctive expedition-ready 4x4 recently joined a global celebration of 45 years since the first Camel Trophy was held – an inspirational event synonymous with Defender that’s reflected in the Deep Sandglow Yellow colour exclusively created for the edition.

Land Rover Classic and Defender were proud to host the Camel Trophy Club’s 45th Anniversary event at Eastnor Castle in the UK. It gave 38 past participants and more than 200 enthusiasts of the competition an opportunity to hear about Defender Trophy first-hand and witness a historic moment as the new Defender 110 Trophy Edition and Classic Defender Works V8 Trophy led a convoy of original Camel Trophy vehicles through the Eastnor Castle estate.

A new short film on Defender’s YouTube channel featuring former Camel Trophy participants including 1989 winners Bob and Joe Ives, and 1997 competitor Karen McDonald, explains how the original Trophy spirit of adventure, camaraderie and teamwork will live on. Defender Trophy competitors will need to co-operate to navigate tough terrain, conquer extreme physical challenges and solve tactical tests – all united by a greater purpose to benefit conservation partner Tusk in Africa. The first in a series of Defender Trophy films coming to the Defender YouTube channel, watch it here: <https://www.youtube.com/watch?v=kYP4__I2Eq8>

**The Defender Trophy Collection**

Fans of epic adventure can also now buy official branded Defender Trophy merchandise, with a range of specially-designed items that capture the essence of the Defender Trophy experience – including items that will be used in the global final in 2026.

The collection includes a range of apparel including waterproof, lightweight insulated and hybrid jackets, hybrid gilets, long- and short-sleeve T-shirts, a snood, beanie hat and caps.

Durable and usable items include leak-proof YETI travel mugs and bottles, a water-resistant 21-litre backpack, a golf umbrella and even a windproof/waterproof three-person lightweight tent.

Rhino or lion soft toys with £7.50 from each sale donated to Tusk, and Defender Trophy Edition Icon models in Deep Sandglow Yellow or Keswick Green, complete the range.

Explore the full Defender Trophy Collection online at [https://shop.landrover.com/defender/the-defender-collection](https://shop.landrover.com/defender/the-defender-collection?utm_source=press_release_int&utm_medium=defender_trophy_collection_pr&utm_campaign=int_defendertrophy_collection_pr&utm_id=TrophyCollectionPR) or contact your Defender retailer. Find your nearest retailer here: <https://www.landrover.com/national-dealer-locator.html>

*1 Terms and conditions and eligibility criteria apply*

**ENDS**

**Notes to Editors**

**About Defender**  
Defender embraces the impossible. Each member of the Defender family is purposefully designed, highly desirable and seriously durable. A modern-day hero that respects the past but at the same time anticipates the future.

Available in 90, 110 and 130 body styles, with up to eight seats, each has a charisma of its own.

As part of our vision of modern luxury by design, Defender 110 is available as an electric hybrid.

Defender Hard Top means business, with 90 and 110 body styles for professional capability.

The tough luxury Defender OCTA is the master of extreme performance – taking performance and capability to another level on and off-road.

A beacon of liberty that can trace its roots back to the first Land Rover in 1948, Defender is a brand that supports humanitarian and conservation work with the International Federation of Red Cross and Red Crescent Societies and the Tusk Trust.

The Defender brand is underpinned by Land Rover – a mark of trust built on more than 75 years of expertise in technology and world-leading off-road capability.

Defender is designed and engineered in the UK and sold in 121 countries. It belongs to the JLR house of brands alongside Range Rover, Discovery and Jaguar.

**Important notice**  
JLR 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.

**Further Information**

**Media website:** [www.media.landrover.com](http://www.media.landrover.com)

**Social Channels:**

TikTok: [https://www.tiktok.com/@defender](https://www.tiktok.com/@defender%22%20/t%20%22_blank%22%20/t%20%22_blank)

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