

## **LAND ROVER RAISES EXCLUSIVITY OF RANGE ROVER WITH INTRODUCTION OF LONG WHEELBASE AND AUTOBIOGRAPHY BLACK**

Long wheelbase Range Rover extends customer appeal

The ultimate luxury vehicle in the long wheelbase market

First Range Rover long wheelbase in 20 years

Debuts at LA and Guangzhou motor shows

Autobiography Black launched as the new pinnacle of the Range Rover line-up\*

Derivative available exclusively on long wheelbase Range Rover in UK

First class experience combined with true Land Rover breadth of capability

Debuts at Dubai motor show

First customer deliveries of Range Rover long wheelbase from March 2014 with

Autobiography Black deliveries commencing in August 2014

Over 840,000 Range Rover vehicles sold since launch in 1970

**Whitley, UK, October 28 2013:** Land Rover is extending customer appeal of its family of luxury vehicles with the launch of a new long wheelbase Range Rover and the addition of an exclusive specification – the Range Rover Autobiography Black.

The first Range Rover long wheelbase in 20 years, this new model will cater for a growing group of consumers looking for the ultimate SUV, and a unique alternative to the traditional long wheelbase saloon cars in the segment. Clever packaging has increased rear legroom by 140mm for rear seat passengers, boosted recline to 17 degrees and executive seating package provides enhanced comfort and space.

The new Range Rover Autobiography Black makes its debut at the Dubai motor show in early November. It represents the pinnacle of desirability to bring even higher levels of refinement to the world's finest luxury SUV. The interior has been carefully crafted and

tailored to meet customer needs with subtle but distinctive exterior detailing and is appointed and finished with the highest quality leathers and materials.

“With the addition of the Range Rover long wheelbase to our portfolio of luxury SUVs, customers can now choose a vehicle that offers superior levels of interior space and comfort to compete in a market dominated by saloon cars up until this point.

“The Range Rover Autobiography Black is our most luxurious specification yet. It epitomises sophisticated design with immaculate attention to detail. The subtle, elegant and luxurious finishing touches combine with a first class experience for both driver and passengers to deliver new levels of exclusivity to our customers,” says Phil Popham, Group Marketing Director, Jaguar Land Rover.

Both derivatives exude Land Rover’s renowned breadth of capability and performance with first customer deliveries from March 2014 for the long wheelbase and August 2014 for the Range Rover Autobiography Black.

### **Long wheelbase extends customer appeal**

Land Rover is set to extend customer appeal with the reveal of a long wheelbase Range Rover at the LA Auto Show on 20th and Guangzhou on the 21st November.

An additional 140mm to rear legroom has been achieved by lengthening the bodyshell in front of the rear wheels. Clever packaging ensures the signature floating roof and distinctive Range Rover silhouette have been retained to ensure this addition to the family line-up is instantly recognisable.

Available with either bench or individual Executive Class rear seats, the second row executive style seats can recline to 17 degrees, a full eight degrees more than the nine degrees on the standard wheelbase. Passenger Seat Away slides the front seat forward to provide additional space and comfort. For added convenience, the long wheelbase is equipped with powered side door blinds and a panoramic sunroof as standard, as well as increased stowage. Range Rover long wheelbase models will carry a distinctive ‘L’

badge mounted into the exterior accents behind each front wheel arch.

The long wheelbase will be offered on Autobiography and Autobiography Black models. A Range Rover Hybrid derivative will also become available later in 2014.

This is the first Range Rover long wheelbase since the Range Rover LSE which ran from 1992 to 1994.

### **New levels of exclusivity with Range Rover Autobiography Black**

Land Rover will be unveiling its most exclusive specification vehicle to date at the Dubai International Motor Show on November 5th – the Range Rover Autobiography Black, available in long wheelbase only.

Based on over 40 years of experience, the new Range Rover Autobiography Black has been designed and engineered by Jaguar Land Rover's 'Engineered To Order' (ETO) division to deliver an unmatched combination of luxury and design and all-terrain performance.

“The Range Rover Autobiography Black is an opportunity to harness the strong emotional connection that Land Rover has with its customers the world over. This exclusive vehicle has been developed by the specialist Engineered to Order team to offer our customers an unrivalled and luxurious driving experience that provides a seamless integration between the needs of business and leisure,” says John Edwards, Managing Director, Individual Products Division.

### **Subtle but distinctive exterior detailing**

A number of changes to the Autobiography Black exterior give it a distinctive and subtly different character. A unique design finish has been appointed to the front grille and side vents along with distinguishable badging in black enamel and chrome. Signature rear lamps and auxiliary vents to the front add to the exclusivity of this vehicle with a chrome

accent finish to the tailgate.

Two new and exclusive Autobiography Black wheel designs accompany the core Range Rover wheel choices. These are 7-spoke 21" and a 22" wheels with a high gloss polished finish, the latter of which will be available from spring 2014.

"The Range Rover Autobiography Black is the latest step in our transformational journey that moves luxury to another level. This vehicle is an intensely design focused response to our customers' desire for more choice and exclusivity," says Gerry McGovern, Land Rover Design Director and Chief Creative Officer.

"The highest standards of precision detailing, together with the use of the finest crafted materials, have been achieved inside and out. Autobiography Black represents the pinnacle of desirability in the world of luxury inhabited by our Range Rover customers," McGovern adds.

### **First class travel**

The Range Rover Autobiography Black incorporates a unique seat cover design with the desirable Executive Class seating package. This package offers the ultimate in rear seat luxury with two individual fully adjustable seats and a re-designed full extended centre console to offer supreme comfort and functionality. Large 10.2 inch rear screens are fitted to the rear of the front seats which together with Meridian Audio provides passengers with a fully immersive experience.

Re-designed exclusively for the Autobiography Black, the rear centre console includes electrically deployable tables covered in black leather with integrated USB charging sockets and cup holders. The chiller compartment provides additional space for glasses and bottles and increased stowage is available to the rear. The headphone stowage trim can be removed to reveal a ski hatch whilst the entire rear console can be illuminated in harmony with the vehicle's mood lighting settings.

Sumptuous leather seating is complemented with a massage function and bolsters with 18-way seat adjustability for the driver and front passenger. Seat memory and climate

control is available to the front and rear occupants. Rear passengers benefit from the addition of lumbar massage and powered recline, a calf rest for the rear passenger side occupant and Solar Attenuating privacy glass.

Customer-configurable LED mood lighting allows the owner to set the tone by varying the intensity of the lighting from a range of 10 colours. This feature is concentrated on the door handles and stowage compartments, as well as following the lines of the lavish, veneered surfaces on the centre console. The footwell lighting can also be adjusted to ambient rather than plain white.

Finer details include leather-wrapped parcel shelf, A, B and C-pillar lower sections and a perforated leather finish on the door insert. The seat backs, ski hatch, parcel shelf and upper D-pillar are also leather wrapped. Tread plates are illuminated with 'Autobiography Black' script whilst a brushed stainless steel tailgate finisher completes the detailing in the loading bay.

### **Exclusive colour combinations**

Three exclusive colour combinations are available with the Range Rover Autobiography Black at launch; Ebony/Lunar, Espresso/Tan and Dark Cherry/Ivory, the latter including a unique duo-tone seat. These will be followed by Lunar/Cirrus in spring 2014, when a unique Poltrona Frau seat design in Navy/Ivory also becomes available, providing further opportunity for customers to tailor the interior to their personal taste.

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Lucy Reynolds

PR Manager, Land Rover UK

T: 02476 564 161

M: 07801 699928

E: [HYPERLINK "mailto:lreyno25@landrover.com"](mailto:lreyno25@landrover.com) [lreyno25@landrover.com](mailto:lreyno25@landrover.com)

Kim Palmer

Senior Press Officer, Land Rover UK

T: 02476 564 129

M: 07795 666169

E: HYPERLINK "mailto:kpalmer@landrover.com" [kpalmer@landrover.com](mailto:kpalmer@landrover.com)

Rachel Murray

Press Officer, Land Rover UK

T: 02476 564 127

M: 07780 494282

E: HYPERLINK "mailto:rmurra73@landrover.com" [rmurra73@landrover.com](mailto:rmurra73@landrover.com)

**Editors Note:**

Since 1948 Land Rover has been manufacturing authentic 4x4s that represent true breadth of capability across the model range. Defender, Freelander, Discovery, Range Rover Sport, Range Rover and Range Rover Evoque each define the world's 4x4 sectors. Land Rover products are currently sold in approximately 180 global markets.

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