

All-New Range Rover Evoque Makes Guest Appearance At 40 Year Celebration Of The Brand



The Range Rover Evoque an all-new coupé will join the Range Rover Vogue and Range Rover Sport line-up in the summer of 2011. It will be the smallest, lightest and most fuel efficient Range Rover ever produced.

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The first official picture of the all-new compact Range Rover is released today, following an exclusive preview in London for guests attending a 40th birthday celebration of Range Rover held in partnership with VOGUE magazine.

Named the Range Rover Evoque, this all-new compact SUV coupé will join the Range Rover and Range Rover Sport line-up in the summer of 2011. It will be the smallest, lightest and most fuel efficient Range Rover ever produced. Customers have a choice of both a 4WD and a 2WD version, with a sub 130g/km CO2 demonstrating the Range Rover brand's commitment to environmental sustainability.

Phil Popham, managing director of Land Rover said: "Today is a very special occasion for Range Rover, not only are we celebrating 40 years of the brand, we are also demonstrating our exciting future by showing the all-new Range Rover Evoque. Range Rover is one of the most highly regarded and iconic vehicles in the history of motoring and has been a continuing success since we first introduced it in 1970. The all-new Range Rover Evoque, is an important step for the future continued success and growth of the brand. Customers can be confident that the new car will be premium, luxurious and just as special as the other Range Rover models. Its sporting looks and unique qualities will open the brand to a new group of customers who may not have considered a Range Rover product before.

"The all-new Range Rover Evoque will be built at our multi-award winning plant in Halewood, creating 1,000 new jobs in the Merseyside area, a fantastic boost to the UK economy. The Halewood plant has a reputation for excellence and quality and is recognised throughout the industry as a leader in Lean Manufacturing.

"The all-new Range Rover Evoque is a true global car and will be sold in over 160 countries. It was important to give the car a name that was instantly recognisable through language and cultural boundaries throughout the world. We wanted to create a new name which was innovative and different. A name which implies exclusivity and arouses emotions. Evoque is cosmopolitan and cross-continental, sophisticated and matches the car's urban elegance," he added.

Gerry McGovern, Land Rover design director said: "The Range Rover is an iconic design that has stood the test of time and it's not difficult to see why. Like the current version, the original Range Rover is such a simple and memorable shape that is easily recognisable.

"The all-new Range Rover Evoque marks a bold evolution of Range Rover design, providing customers with a desirable, premium and compact car like SUV. In 2008 we introduced the LRX concept car: after a positive reception worldwide, the natural step for the business was to turn the LRX concept car into reality. Tonight we wanted to show the world that we have stayed true to our word and delivered a car that completely represents the spirit of the LRX concept.

"The all-new Range Rover Evoque will resonate with customers on an emotional level. Its unique silhouette accentuated by the distinctive falling roof and dramatic rising waistline creates a modern and relevant execution of the familiar Range Rover design language. This car makes a powerful statement of the Range Rover's brand intent to appeal to a wider audience," he added.

The all-new Range Rover Evoque will make its global public debut at the Paris Motor Show at the end of September and will go on sale in Australia in late Q3 2011.

For further information about Range Rover and Land Rover Australia and its range of 4WD and 2WD vehicles, please contact:

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About Land Rover

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