



ELLIE GOULDING DRIVES NEW RANGE ROVER VELAR IN NEW YORK

- Arrival of first Range Rover Velar in US announced by live performance from British pop superstar Ellie Goulding
- Ellie drives fourth member of the Range Rover family ahead of its role in major fundraiser
- Range Rover Velar auction at East Side House Settlement gala for New York education charity
- Velar fills the space between the Range Rover Evoque and Range Rover Sport
- See Velar driven in New York by Ellie <https://youtu.be/C7LxulH0wgg>

New York, 12 April 2017: The new Range Rover Velar made a spectacular US debut with an exclusive live online performance from Ellie Goulding. The chart-topping singer's New York show precedes a charity auction of the hotly anticipated new mid-size SUV at the East Side House Settlement Annual Gala later this week.

Goulding brought a touch of British glamour to the Velar's US launch party when she arrived in Manhattan – the Metropolitan home of Range Rover – to be the first person to drive the new Velar and to sing for a global online audience. Her performance of 'Love Me Like You Do' opened the reveal event and was shown live on her Facebook page <https://www.facebook.com/landrover/videos/10155229870558552/>.

Ellie said: *"I have always been a big Range Rover fan and it was a pleasure to be a part of its launch here in the US. Even more rewarding to be supporting a local charity that improves over 10,000 lives every year in one of my favorite cities."*

A Range Rover Velar will be auctioned at the East Side House Settlement charity gala, a preview of the 2017 New York International Auto Show, at the Jacob Javits Center on Thursday 13 April. The winning bidder will be among the first customers in the world to take delivery of the highly coveted new vehicle. New York remains the world's biggest Range Rover market.

Proceeds from the gala will benefit the East Side House Settlement, a non-profit organisation providing education and social services in the Bronx and north Manhattan.

Designed to fill the white space between the Range Rover Evoque and the Range Rover Sport, Velar brings unprecedented glamour, modernity and elegance to the Range Rover family. A vehicle that has emotionally charged DNA and unquestionable pedigree, it's the first of its kind.



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Notes to editors

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.