

NOTES TO EDITORS RANGE ROVER

TIMELINE

- 1967** Development begins on the '100-inch Station Wagon' – the first Range Rover prototype, on 6 September 1967
- 1969** Prototypes wear the name 'Velar' in an effort to hide the Range Rover's identity – the name is made up of letters from production-ready badges for the 'Alvis' and 'Rover' marques and derived from the Latin word Velare, meaning 'to cover' or 'veil'
- 1970** **Two-door Range Rover launches on 17 June – it features a lightweight aluminium V8 engine, permanent 4WD and all-round disc brakes**
- 1971** Range Rover becomes the **first vehicle** to be displayed at the Louvre museum in Paris, applauded for its 'exemplary work of industrial design' – the production model is displayed in the entrance while a ¼ scale model is exhibited inside
- 1971** Range Rover receives the RAC Dewar award for outstanding technical achievement
- 1972** The Range Rover is the **first vehicle** to cross the length of the Americas, including the Darién Gap, an 18,000-mile British Army Trans-Americas expedition, taking 99 days to cover 250 miles of dense jungle
- 1974** Range Rover completes the west to east Sahara Desert expedition – 7,500 miles in 100 days
- 1975** First Range Rover State Review vehicle is produced for Her Majesty The Queen
- 1977** A modified Range Rover wins the 4x4 class in the London-Sydney Marathon, a gruelling 30,000 km (18,750 miles) event and the longest ever speed-based car rally
- 1979** A specially modified Range Rover wins the **inaugural** Paris-Dakar rally (wins again in 1981)
- 1981** First production four-door is launched – based on a conversion by Swiss company Monteverdi
- 1981** First factory-produced limited edition Range Rover – the 'In Vogue' – is produced, heralding Range Rover's evolution into a luxury vehicle; the name (Vogue) is later adopted for top of the range variants; vehicle features in photo shoot for Vogue magazine
- 1981** Camel Trophy uses Range Rover exclusively for the first time. The event – held in Sumatra, Indonesia – is won by Christian Swoboda and Knuth Mentel from West Germany
- 1982** Range Rover production reaches 100,000
- 1982** The option of automatic transmission is introduced on Range Rover
- 1982** Specially-commissioned Range Rover is manufactured for Pope John Paul II's visit to the UK
- 1982** The Camel Trophy in Papua New Guinea again uses only Range Rovers, and is won by Casare Geraudo and Giuliano Giongo from Italy
- 1983** Range Rover five-speed manual gearbox is introduced
- 1984** Following the success of the 'In Vogue' LE, the Range Rover Vogue is introduced as top of the model's line-up
- 1985** The diesel-powered Range Rover 'Beaver Bullet' **breaks 27 speed records**, including a diesel record for averaging more than 100mph for 24 hours
- 1986** First diesel Range Rover is introduced – a 2.4-litre turbo-charged VM engine; front spoiler added to all except Turbo Diesel variants

- 1987** Range Rover launches in North America
- 1987** Using Range Rover Turbo-diesel engines for the first time, Mauro Miele and Vincenzo Tota from Italy are the Camel Trophy winners in Madagascar
- 1988** A Borg-Warner chain driven transfer box with a viscous coupled centre differential is introduced into the Range Rover's driveline, providing a significant improvement to the vehicle's refinement and reinforcing its luxury credentials
- 1989** Range Rover is the **world's first** 4x4 to be fitted with ABS anti-lock brakes, the first in the world designed for optimum performance off- as well as on-road
- 1989** A caravan of expedition-ready Range Rovers traverse the most demanding portion of the Continental Drive in Colorado, USA which Land Rover christens the 'Great Divide'
- 1990** To commemorate the end of the Range Rover two-door, a Limited Edition CSK – named after Range Rover Chief Designer Charles Spencer King (Spen), is launched (200 vehicles produced)
- 1992** Range Rover Classic is the world's first 4x4 to be fitted with electronic traction control (ETC) and height adjustable electronic air suspension – **two world firsts!**
- 1992** LWB LSE (known as County LWB in the US) is launched with a drive in Morocco to showcase the new model and demonstrate the automatic electronic air suspension technology
- 1993** The Autobiography designation is announced at the London Motor Show (introduced to customers in 1994), limited to 25 vehicles
- 1994** **Second-generation Range Rover (codenamed P38a after the building it was developed in) is launched with a long wheelbase chassis and re-styled semi-monocoque body plus upgraded electronic air suspension**
- 1994** First-generation Range Rover is renamed Classic and continues in production alongside second-generation for a further two years
- 1996** Range Rover Classic bows out after total production of 317,615 units (*two year production crossover with P38a*)
- 1999** Land Rover creates the most luxurious Range Rover yet with the Limited Edition Range Rover Linley, inspired by furniture designer Lord Linley – only 10 vehicles priced at £100,000 are produced
- 2001** **Third-generation Range Rover (L322) is launched with all-round independent air suspension, demonstrated with a drive at RAF Kinloss, Skibo and Novar Estate**
- 2002** Half-millionth Range Rover is built at the Solihull plant
- 2005** 4.4-litre V8 and 4.2-litre V8 supercharged petrol engines added
- 2005** *Second model line – the Range Rover Sport – is launched*
- 2006** Terrain Response® and TDV8 diesel are introduced to the Range Rover
- 2009** Range Rover features all-new LR-V8 5.0-litre and 5.0-litre supercharged petrol engines and **world-first** Adaptive Dynamics system to continually optimise body and ride control
- 2010** Range Rover celebrates its 40th anniversary
- 2010** *Third model line – the Range Rover Evoque – is launched and creates a new vehicle segment, the luxury compact SUV*
- 2011** The Range Rover Autobiography Ultimate Edition is revealed
- 2011** The new 313PS 4.4-litre LR-TDV8 is introduced to the Range Rover, offering a 14 per cent reduction in CO₂ and an improvement in fuel consumption of 18.5 per cent

2012 Fourth-generation Range Rover (L405) is launched on 6 September at the Royal Ballet School, London – the world's first all-aluminium SUV

2013 Range Rover introduces 340PS 3.0-litre LR-V6 supercharged petrol engine

2013 *Second-generation Range Rover Sport (L494) is launched*

2013 Range Rover Hybrid prototypes take on the epic Silk Trail to India, travelling 9,950 miles from Solihull to Mumbai as part of their final engineering sign-off

2013 The first Range Rover long wheelbase in 20 years is launched in addition to an exclusive specification – the Range Rover Autobiography Black

2014 A fleet of Range Rovers and a Range Rover Classic travel nearly 1,000 miles along a portion of the original Great Divide route to celebrate 25 years since the expedition

2014 Long wheelbase Range Rover Hybrid makes its world debut in China

2014 The Range Rover and Range Rover Sport showcase a **world-first** innovation – All-Terrain Progress Control (ATPC) and also get Head-Up Display

2015 The 21st anniversary of the Autobiography designation – the pinnacle of the Range Rover model line-up

2015 The most powerful production Range Rover ever debuts at the New York Auto Show – the Range Rover SVAutobiography boasts a 550PS V8 supercharged engine and celebrates 21 years of the Autobiography name

2015 Six millionth production Land Rover is a Range Rover Long Wheelbase Vogue SE and celebrates 45 years of Range Rover

2015 A hybrid-powered Range Rover State Review is used for the first time by Her Majesty The Queen, replacing the previous Range Rover State Review vehicle from 2002

2015 A Range Rover is driven across a specially-commissioned freestanding paper bridge in Suzhou, China – spanning five metres, it is constructed without any glue or bolts

2016 A Range Rover Autobiography tows Virgin Galactic's SpaceShipTwo at its reveal and naming ceremony at the Mojave Air and Space Port, California

2016 Advanced Tow Assist and Intelligent Speed Limiter debut on the new Range Rover SVAutobiography Dynamic

2017 Range Rover Sentinel is announced, based on the Autobiography but designed to withstand penetration by 7.62mm high velocity incendiary bullets (later version revealed in 2019)

2017 *Fourth model line – the Range Rover Velar – is launched*

2017 Range Rover P400e PHEV is revealed at the London Design Museum

2017 Range Rover SVAutobiography Long Wheelbase is revealed at LA Auto Show, available with the new PHEV driveline and also an updated 565PS V8 Supercharged petrol engine

2018 A new 275PS 3.0-litre twin-turbo SDV6 diesel engine replaces the TDV6 3.0-litre unit

2018 *Second-generation Range Rover Evoque is launched*

2019 Range Rover gets 3.0-litre in-line six-cylinder Ingenium petrol engine and MHEV powertrain

2019 Range Rover Astronaut Edition is made available exclusively to Future Astronauts signed up to fly to space with Virgin Galactic

2020 Range Rover celebrates its 50th anniversary with a special edition Range Rover Fifty model, limited to 1,970 units globally to mark the 1970 birth year

- 2020** A new family of 3.0-litre straight-six Ingenium diesel engines featuring 48V Mild Hybrid Electric Vehicle (MHEV) technology are introduced to the Range Rover
- 2021** Land Rover announces a three-year extension to the Virgin Galactic global partnership. A Range Rover Astronaut Edition tows the spaceship from its hangar
- 2021** Land Rover Special Vehicle Operations launches a pair of exclusive new Range Rover SVAutobiography Ultimate editions created by its SV Bespoke personalisation team
- 2021** **Fifth-generation Range Rover is launched on 26 October at the Royal Opera House, London – it defines modern luxury, providing more refinement, customer choice and scope for personalisation than ever before**

SALES TO DATE

More than 1.25 million retail sales since its original launch in 1970.

This is all four generations of the Range Rover combined (Classic, P38a, L322 and L405).

EVOLUTION

- 1969** Range Rover Prototype (codenamed 'Velar')
- 1970** Range Rover Classic (two-door)
- 1973** Range Rover Classic (Suffix C – floating roof established)
- 1981** Range Rover Classic (four-door)
- 1981** First factory-produced LE ('In Vogue') – heralds Range Rover's evolution into a luxury vehicle
- 1994** Second-generation Range Rover (P38a) *[NB. 2 year production crossover with Classic]*
- 2001** Third-generation Range Rover (L322)
- 2012** Fourth-generation Range Rover (L405)
- 2014** Fourth-generation Range Rover LWB
- 2015** Range Rover SVAutobiography
- 2016** Range Rover SVAutobiography Dynamic
- 2017** Range Rover PHEV
- 2017** Range Rover SVAutobiography LWB
- 2019** Range Rover MHEV
- 2020** Range Rover Fifty LE (to mark 50th anniversary)
- 2021** Fifth-generation Range Rover
- 2021** Range Rover SV (start of new naming strategy)

WORLD FIRSTS

- 1971** Range Rover becomes the first vehicle to be displayed at the Louvre museum in Paris
- 1972** The Range Rover is the first vehicle to cross the Darién Gap
- 1979** A specially modified Range Rover wins the inaugural Paris-Dakar rally
- 1985** Diesel-powered Range Rover 'Bullet' breaks 27 speed records
- 1989** Range Rover is the world's first 4x4 to be fitted with ABS anti-lock brakes
- 1992** Range Rover is the world's first 4x4 to be fitted with electronic traction control (ETC)
- 1992** Range Rover is the world's first 4x4 to be fitted with automatic electronic air suspension
- 2009** Range Rover debuts Adaptive Dynamics system to continually optimise body & ride control
- 2012** Fourth-generation Range Rover is world's first all-aluminium SUV
- 2014** All-Terrain Progress Control (ATPC) debuts on Range Rover and Range Rover Sport
- 2021** Fifth-generation Range Rover available as seven-seat configuration for the first time
- 2021** Dynamic Response Pro and pre-emptive suspension debut on New Range Rover

EXPEDITIONS / COMPETITIONS

- 1971** First hill rally is won in a Range Rover in Llangollen
- 1972** A British Army team, led by Major John Blashford-Snell, affirms the all-terrain properties of the original Range Rover when in 1972 they drive two cars from the north of Alaska to the southernmost tip of Argentina, crossing the infamous **Darién Gap** – a dense forest and swamp that prevents road access between central and South America
- 1974** Range Rover completes west to east Sahara Desert expedition – 7,500 miles in 100 days
- 1977** A modified Range Rover wins the 4x4 class in the London-Sydney Marathon, a gruelling 30,000 km (18,750 miles) event and the longest ever speed-based car rally
- 1979** A specially modified Range Rover wins the inaugural Paris-Dakar rally, and wins again in 1981
- 1985** The diesel-powered Range Rover 'Bullet' breaks 27 speed records, including a diesel record for averaging more than 100mph for 24 hours
- 1980s** The famous **Camel Trophy** competitions of the 1980s and 1990s see Range Rovers, Series III Land Rovers and 110 vehicles, Discoverys and Freelanders tackle the 'Olympics of 4x4'. From the Amazon to the Far East, Australasia, Africa and Siberia, the Camel Trophy evolves from an all-out driving challenge to tests of human endurance, such as kayaking, mountain biking and water sports. **1981** (Sumatra); **1982** (Papua New Guinea); **1987** (Madagascar – Range Rover Turbo-diesel engines used)
- 1989** A caravan of expedition-ready Range Rovers traverse the most demanding portion of the Continental Drive in Colorado, USA which Land Rover christens the 'Great Divide'
- 2003** The G4 Challenge sees 16 competitors participate in the ultimate global adventure. Combining demanding 4x4 driving and extreme adventure sports with mind-bending strategy, the challengers compete in four week-long stages covering New York and the Eastern Seaboard, South Africa, Western Australia and the Wild West
- 2006** For the second G4 Challenge, 18 competitors cross thousands of miles, through four countries on two continents – Thailand, Laos, Brazil and Bolivia – in support of the International Federation of the Red Cross and Red Crescent societies (IFRC)
- 2013** Range Rover Hybrid prototypes take on the epic Silk Trail to India, travelling 9,950 miles from Solihull to Mumbai as part of their final engineering sign-off
- 2014** A fleet of Range Rovers and a Range Rover Classic travel nearly 1,000 miles along a portion of the original Great Divide route to celebrate 25 years since the expedition

RANGE ROVER ETHOS OF 1970

Developed as the alternative station wagon/utility vehicle and a **'four-in-one'** car (it was known as the '100-inch station wagon'):

1. Luxury
2. Performance
3. Estate
4. Cross Country

LAUNCH – 17 JUNE 1970

Launched on 17 June 1970. The media drive was aligned to the embargo date and held at Meudon Hotel (*pron. Mawnan*), Falmouth, Cornwall (drive route below).

Suspension is by long-travel coil springs, endowing the vehicle with good road manners as well as remarkable articulation for off-road agility. Power comes from the new all-alloy, 3.5-litre petrol engine giving the vehicle a top speed of nearly 100 mph. The Range Rover features permanent four-wheel drive to cope with the power and torque output of the V8 engine. The Rover-designed two-speed transfer box shares a common case with the four-speed manual gearbox and has a vacuum-operated centre differential. The braking system has innovative dual-circuit hydraulics with all-round disc brakes. The two-door body features Land Rover's trademark aluminium panels on a steel frame and embodies Rover's latest safety technology including seat belts integrated with the folding front seats. The trim reflects the vehicle's utility roots with its easily cleaned PVC coverings.

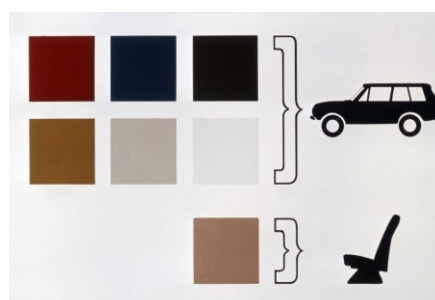
MEDIA DRIVE ROUTE (1970):



LAUNCH BODY COLOURS

- Bahama Gold
- Davos White
- Lincoln Green
- Masai Red
- Sahara Dust
- Tuscan Blue

➤ **Interior Trim:** Palomeno PVC



RANGE ROVER – OVERVIEW

By the mid-1960s, Rover's market research team were reporting the emergence of a new market in America for recreational off-road vehicles. Following the evaluation of a number of American products, Rover began development of the '100-inch Station Wagon', which would eventually emerge as the Range Rover.

A 20-strong team of engineers under the watchful eye of Charles Spencer King began to give flesh to the bare bones of the 'civilised' Land Rover concept. Amazingly for such an iconic design, very little 'styling' was actually carried out. According to 'Spencer' King, the Range Rover's design 'evolved naturally... the shape just came as we worked out what was needed in terms of space.'

Despite the seemingly ad hoc approach to the car's aesthetics, its design was rightly recognised throughout the world. It was the first car to be displayed at the Louvre in Paris, where it was recognised for its design excellence.

By the advent of the Range Rover in 1970, Land Rover's understanding of four-wheel drive systems was truly world-beating. The first Range Rover employed a sophisticated locking centre diff to eliminate tyre scrub and also used disc brakes to ensure class-leading stopping power – highly unusual on cars at that time.

Under the skin, a strong ladder-type chassis ensured off-road durability and long-travel coil spring suspension (with up to 11 inches of axle movement) provided a very sophisticated ride for a 4x4 vehicle.

Coping with the higher power output of a 3.5-litre all-alloy V8 engine also necessitated some careful thought in the transmission and braking departments. An all-new, permanent four-wheel drive set-up was designed with a lockable centre differential. To stop this powerful vehicle it was obvious that conventional drum brakes would not be up to the task, so four-wheel disc brakes were adopted – still quite novel for the time.

At its launch in June 1970, the Range Rover was available in two-door guise, with an opening tailgate and a comparatively spartan interior – suitable for hosing out the dirt and debris expected to collect there. The reception accorded the car was astonishing; press coverage was immense and virtually every report was ecstatic. Orders came flooding in and the company once again found itself with order books full to bursting.

The demand for Range Rovers grew so fast that a 'black market' formed, with customers prepared to pay over the asking price in order to jump the lengthy waiting list. By the beginning of the 1980s, it was also obvious that much greater profits could be achieved with more luxurious vehicles. Consequently, the Range Rover was eased up-market. As a result, significant developments took place, including a 1981 four-door version.

The vehicle's luxury status was further enhanced by an automatic transmission and an 'In Vogue' limited edition – the 'Vogue' name was later adopted in some markets for top-of-the-range variants.

In 1992, the LSE (or County LWB as it was known in the US) was launched with its wheelbase extended from 100 to 108 inches. At the same time, electronic air suspension was made available on both short and long-wheelbase models.

In 1994 BMW acquired the Rover Group. Later that same year the second-generation Range Rover was launched. An all-new vehicle, it featured an integrated and elegantly restyled body, while retaining the 108-inch wheelbase of the LSE, albeit on a new chassis. Power came from a choice of 4.0-litre or 4.6-litre V8 engines, or a 2.5-litre six cylinder diesel. Airbags were also available in Range Rover for the first time.

The 1999 London Motor Show saw the introduction of the most expensive Land Rover yet. The Range Rover Linley was produced in a strictly limited edition of only six vehicles, each with a £100,000 price tag.

The dawn of the new millennium saw a change in ownership for Land Rover as it became a member of Ford's Premier Automotive Group, alongside Aston Martin, Jaguar, Lincoln and Volvo. Work had begun on a new Range Rover almost as soon as BMW acquired the company in 1994 but the fruits of the development didn't appear until 2001.

Larger than the second-generation, the third Range Rover echoed the design themes of the original, while yacht styling and textures provided inspiration for the interior. With extremely stiff monocoque architecture and independent suspension, this Range Rover had impeccable road manners, while cross-coupled air springs provided the ground clearance for true Land Rover off-road capability. Power came from BMW's 4.4-litre V8 and 3.0-litre six-cylinder diesel engines.

2005 saw the introduction of new 4.4-litre V8 and 4.2-litre V8 supercharged engines derived from Jaguar's acclaimed AJ-V8 unit. A year later, a 3.6-litre V8 turbodiesel was added to the powertrain line-up and all models were fitted with the award-winning Terrain Response® system.

In 2012, the all-new fourth-generation Range Rover promised to be the most capable and most luxurious Land Rover yet. Lighter, stronger and with new levels of refinement, the Range Rover was developed from the ground up, with the end product still capturing the innovative spirit and iconic design of the original model.

The revolutionary lightweight all-aluminium monocoque body structure was a world-first for an SUV. At 39 per cent lighter than the steel body of the outgoing model, it enabled total vehicle weight savings of up to 420kg. The lightweight aluminium platform delivers significant enhancements in performance and agility, along with a transformation in fuel economy and CO₂ emissions.

In addition to the strong and rigid lightweight body, an all-new aluminium front and rear chassis architecture was developed with completely re-engineered four-corner air suspension. While the luxurious ride has been retained, the vehicle's handling and agility are significantly improved. The new suspension architecture delivers flatter, more confident cornering, along with a natural and intuitive steering feel. It's launched with a range of engines, including a new supercharged 3.0-litre V6 petrol unit that delivers exceptional power and torque and CO₂ emissions of 254g/km – a 15 per cent reduction over the 5.0-litre naturally aspirated unit.

The first Range Rover long wheelbase for 20 years is launched in 2013. Clever packaging increases rear legroom by 186mm for rear seat passengers and boosts recline to 17 degrees with the executive seating package to provide enhanced comfort and space. This is followed by the announcement of a Range Rover Hybrid long wheelbase for the Chinese market in 2014.

In 2014, the luxury SUV was the first vehicle to employ Land Rover's advanced semi-autonomous All-Terrain Progress Control (ATPC) technology, effectively an off-road cruise control for autonomous control of speed on all terrains.

The SVAutobiography brings a new level of design sophistication to the line-up in 2015 and is produced by Land Rover's Special Vehicle Operations division. It is the most luxurious and powerful series production Range Rover in the vehicle's history and available with distinctive Duo-tone paintwork and a 550PS V8 Supercharged petrol engine. 2015 also marked the 21st anniversary of the introduction of the exclusive Autobiography designation. The SVAutobiography Dynamic follows in 2016. Fitted with a specially configured suspension system to optimise agility, it can reach 0-100km/h (0-62mph) in 5.4 seconds.

The Range Rover debuts innovative new technologies for the 2017 model year, including Advanced Tow Assist and Intelligent Speed Limiter. Interior changes include a 10-inch dual view touchscreen powered by Land Rover's InControl Touch Pro system. It also features Low Traction Launch and All-Terrain Info Centre technologies to reinforce its class-leading credentials.

The legendary Range Rover took its next evolutionary step with a plug-in hybrid (PHEV) electric model, revealed at the Design Museum in London in October 2017. The PHEV powertrain provides sustainable luxury with new levels of efficiency and capability complementing its refinement and desirability.

The efficient new Range Rover P400e provides sustainable performance by combining a 300PS (221kW) 2.0-litre four-cylinder Ingenium petrol engine with a 116PS (85kW) electric motor. The 404PS (297kW) total available power output delivers 0-60mph in 6.4 seconds (0-100km/h in 6.8 seconds) and a maximum speed of 137mph (220km/h).

The elegance of the interior has been elevated by the integration of a new infotainment system – Touch Pro Duo, which combines two high-definition 10-inch touchscreens on the centre console. Information can be swiped from one screen to the other, making the layout highly intuitive.

At the LA Auto Show in late 2017, Land Rover reveals the most luxurious Range Rover yet – the long wheelbase SVAutobiography, available with the new plug-in hybrid driveline and also an updated 565PS V8 Supercharged petrol engine.

A powerful new 275PS 3.0-litre twin-turbo SDV6 engine for European markets joins the line-up in 2018, providing a 17PS improvement over the existing TDV6 3.0-litre unit. The advanced new diesel powerplant combines performance with efficiency to deliver 625Nm of torque.

This is followed in 2019 with a 3.0-litre in-line six-cylinder Ingenium petrol engine. The 400PS engine delivers 550Nm of torque that powers the new Range Rover from 0-100km/h in 6.3 seconds (0-60mph in 5.9 seconds) and to a top speed of 140mph (225km/h).

On 17 June 2020, Range Rover celebrates 50 years of pioneering innovation, peerless refinement and unparalleled all-terrain capability with the introduction of a special edition Range Rover Fifty model. Limited to 1,970 units globally to mark the 1970 birth year of this iconic model, it builds on the luxuriously appointed Autobiography and features a 'Fifty' script to the exterior and interior of the vehicle. Special Vehicle Operations offers a choice of three Heritage exterior solid paints reproduced from the original Range Rover paint palette: Tuscan Blue, Bahama Gold and Davos White.

A range of special editions including the Westminster, Westminster Black Edition and an exclusive SVAutobiography Dynamic Black join the Range Rover Fifty celebratory model in July.

Land Rover Chief Creative Officer Prof Gerry McGovern OBE designs a special fabric to celebrate 50 years of Range Rover with one of Savile Row's founding tailors, Henry Poole & Co. They produce 120 metres of the lambswool fabric, enough to make 50 bespoke jackets for the landmark anniversary. The original 1970s exterior colour palette – Tuscan Blue, Bahama Gold and Davos White – inspires the modern classic dog-tooth check fabric

A new family of 3.0-litre straight-six Ingenium diesel engines are also announced in 2020, incorporating 48V Mild Hybrid Electric Vehicle (MHEV) technology for reduced fuel consumption and heightened refinement. It is available in 249PS (183kW), 300PS (221kW) and 350PS (258kW) outputs.

In March 2021, Land Rover Special Vehicle Operations launches a pair of exclusive new Range Rover special editions created by its SV Bespoke personalisation team. The new Range Rover SVAutobiography Ultimate editions represent the pinnacle of Land Rover's luxury SUV family, elevating the range-topping SVAutobiography and SVAutobiography Dynamic models even higher with a suite of complementary hand-finished SV Bespoke features.

Key to the exclusive Ultimate edition design theme is the combination of newly formulated satin-finished Orchard Green paintwork complemented by a Narvik Black roof and copper detailing. The finishing touch is a 'SV Bespoke Ultimate edition' commissioning plaque on the centre console, complete with copper-finished SV roundel.

In conjunction with the unveiling of Virgin Galactic's new spaceship – VSS Imagine, in March 2021 Land Rover announces a three-year extension to their global partnership. The roll-out is supported with a Range Rover Astronaut Edition towing the spaceship from its hangar.

On 26 October 2021, the new fifth-generation Range Rover is revealed at the Royal Opera House in London. The original luxury SUV has led by example for over 50 years, combining serene comfort and composure with all-conquering capability.

The New Range Rover is defined by three lines that can trace their origins back through the generations; the falling roofline, strong waistline and rising sill line. These trademark features combine with a characteristically short front overhang and a distinctive new boat tail rear – complete with practical split tailgate – to create an elegant profile.

A new flexible Modular Longitudinal Architecture (MLA-Flex) underpins every aspect of the New Range Rover, allowing for a range of electrified powertrains and the offering of third-row seating on the long wheelbase model for the first time; stadium seating ensures the full-sized third-row seats provide excellent visibility and comfort.

New 510PS and 440PS plug-in hybrids deliver a hushed EV range of up to 100km (62 miles) and CO₂ emissions below 30g/km, while the new 530PS Twin Turbo V8 petrol delivers trademark Range Rover drive and can reach 0-60mph in as little as 4.4 seconds (0-100km/h in 4.6 seconds).

The in-car experience is revolutionised with built-in Amazon Alexa, helping to minimise distractions by recognising intuitive verbal commands. Alexa voice AI is also embedded.

The New Range Rover SV is an exquisite interpretation of Land Rover's pinnacle luxury SUV. This hand-crafted model from Special Vehicle Operations will be the first vehicle to carry the simplified naming strategy – known simply as SV. A new ceramic SV roundel will identify all new Land Rover vehicles launched by Special Vehicle Operations in the future.

Standard and Long Wheelbase SV body designs – including a five-seat LWB configuration for the first time – can be specified with SV Serenity and SV Intrepid design themes inside or out. While the sumptuous new four-seat SV Signature Suite option on LWB models provides ultimate comfort for two rear-seat passengers.