



## **A PICTURE OF REFINEMENT: RANGE ROVER AND JONAS BENDIKSEN CAPTURE THE WORLD'S ULTIMATE VISTAS**

- Land Rover works with Magnum Photos to showcase some of the most dramatic landscapes on Earth
- World-renowned photographer Jonas Bendiksen used Range Rover, the ultimate SUV, to reach superior vantage points for each stunning shot
- Epic vistas of Norway are the first in a series of photographic works
- Subjects range from vast fjords and islands to the breathtaking mountains of Dovre

**Whitley, UK, Monday 28 November, 2016:** Land Rover and renowned Magnum photographer Jonas Bendiksen have revealed the first in a series of unique works entitled 'Ultimate Vistas', extraordinary landscape photographs captured with help from the world's ultimate SUV: the Range Rover. Land Rover worked closely with world-renowned photographic agency Magnum Photos to showcase some of the most breathtaking landscapes on Earth.

### **Range Rover: four generations of the luxury SUV**

Since it defined the luxury SUV sector almost half a century ago, Range Rover has achieved more than one million sales and sits at the pinnacle of the Land Rover family. The original Classic model made its debut in 1970 and over four generations the luxury SUV has established itself as a design reference, representing the ultimate in all-terrain capability.

To launch the series, Norwegian photographer Jonas set out to capture the dramatic landscape of his home country. Range Rover's intelligent technology, Terrain Response 2, enabled him to reach superior vantage points off the beaten track. It automatically selects one of its individual driving modes to suit the terrain and optimises the vehicle's settings for all conditions and surfaces.

### **The journey to incredible landscapes**

Jonas and his crew began their journey in the distinctly modern urban environment of Oslo, where they explored some of the city's award-winning, innovative architecture. They then travelled northwest through the Dovre mountains via the epic switchback roads of the Trollstigen.

They also visited the snow-covered plateaus and vast fjords of Geiranger as well as the Art Nouveau-inspired town of Ålesund. The entire expedition was completed in a production Range Rover TDV6 Autobiography, which transported Jonas, his crew and all their equipment.



The Range Rover is the epitome of luxury, with clean lines echoing the modern architecture of Oslo and the unique capability that allows it to take such an expedition in its stride.

**Jonas Bendiksen: the perfect photographer to capture Norway's landscapes**

Jonas's work has featured in the likes of *Newsweek*, *The Sunday Times Magazine* and *National Geographic*. He is known for his explorations of remote living as well as for capturing the beauty of nature, making him the perfect photographer of Norway's spectacular landscapes.

Jonas said: "I spend my entire life chasing that perfect picture, but part of the joy of it is in that hunt. Photography is for me a language, a way in which I can express myself, and it has become a way in which I see the world. I love trips I can do entirely by driving. When I'm on the road I can stop anywhere and capture an opportunity in an instant. The Range Rover was the perfect partner for me in that respect."

Norway is made up of more than 50,000 islands and has an 83,000km (51,000-mile) coastline of fjords, bays and inlets. Few places in Europe have a lower population density, so remote living is ingrained in the national psyche. Yet it is also home to some of the world's most dramatic modern architecture, resulting in a breathtaking contrast between vivid remote and urban environments.

Further locations for the Ultimate Vistas series will include the USA and China.

The shots below showcase some of the Ultimate Vistas captured by Jonas, with his own captions. The full selection is available for download here:

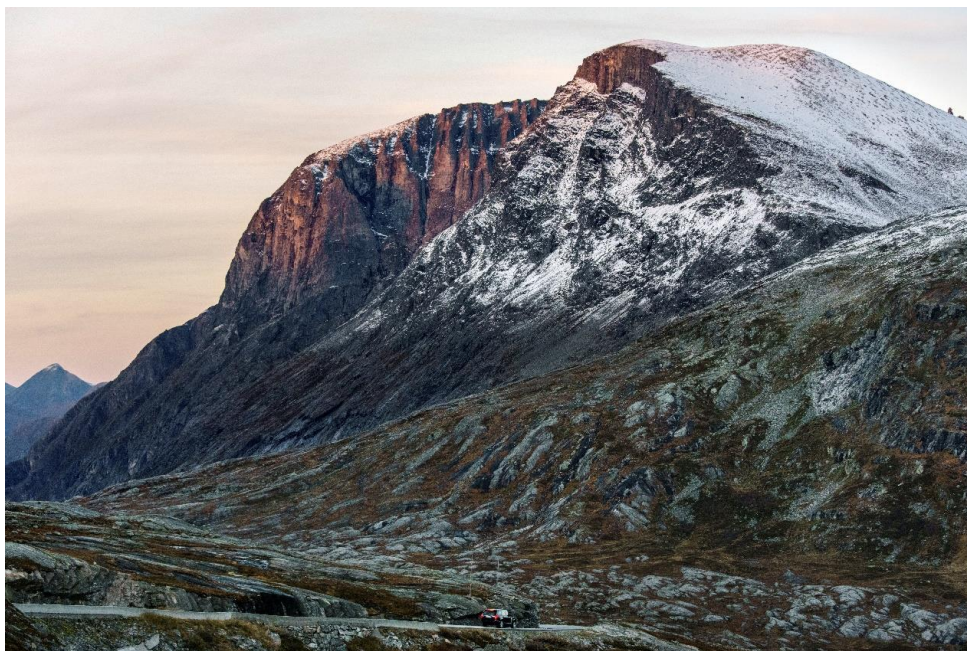
<http://media.landrover.com/en>

**Watch the first video of the Ultimate Vistas journey here:**

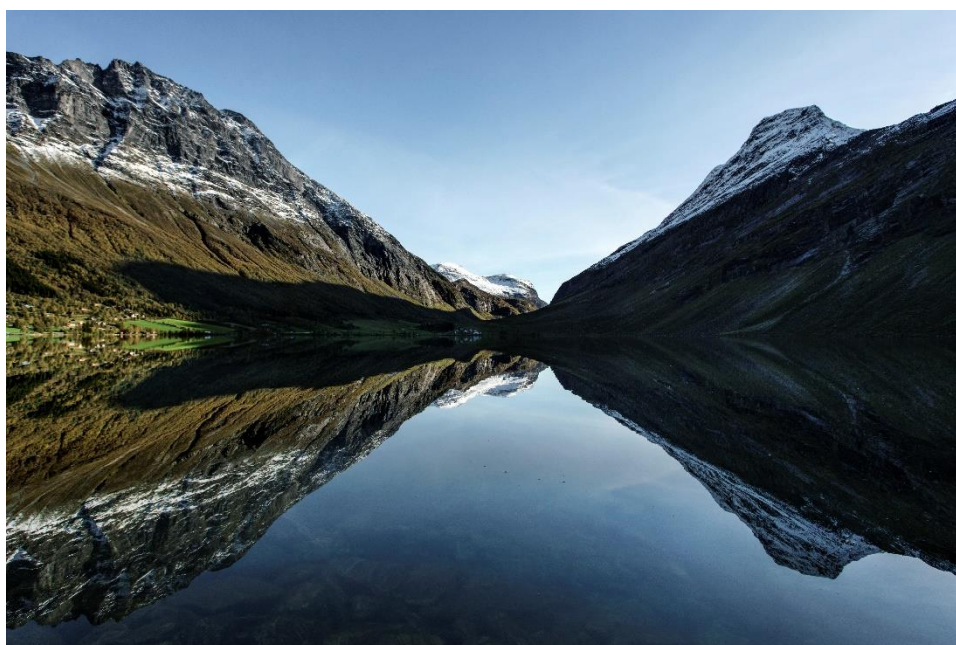
<https://www.youtube.com/watch?v=wVnxKPwssvU>



**Range Rover Ultimate Vistas – Norway. Shots by Jonas Bendiksen**



*This shot was taken as we neared sunset on the plateau above Trollstigen, with the Range Rover captured on the road heading towards Åndalsnes. The highest point on this plateau section is 850 metres above sea level, making for a view with epic scale. Going to this part of the world yields as high a probability as almost anywhere on the planet of capturing the Ultimate Vista.*

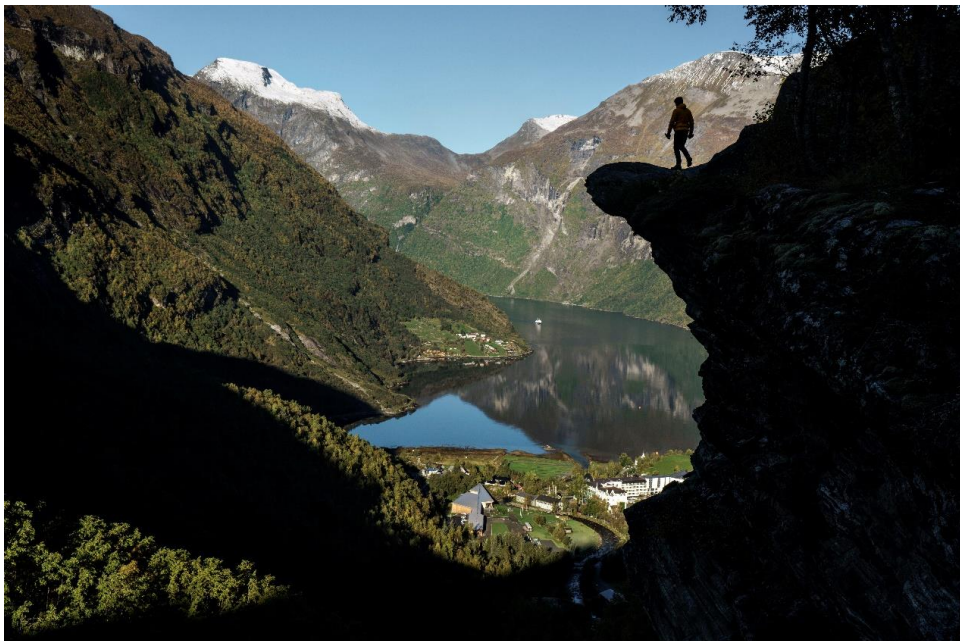


*This shot shows the vast mountains reflected in Lake Eidsvatnet in Møre og Romsdal county. I am a very simple photographer – there is very little hocus-pocus about what I do and for me it's all about seeing, reacting, using my feet – and this was simply the right shot captured at the right time.*



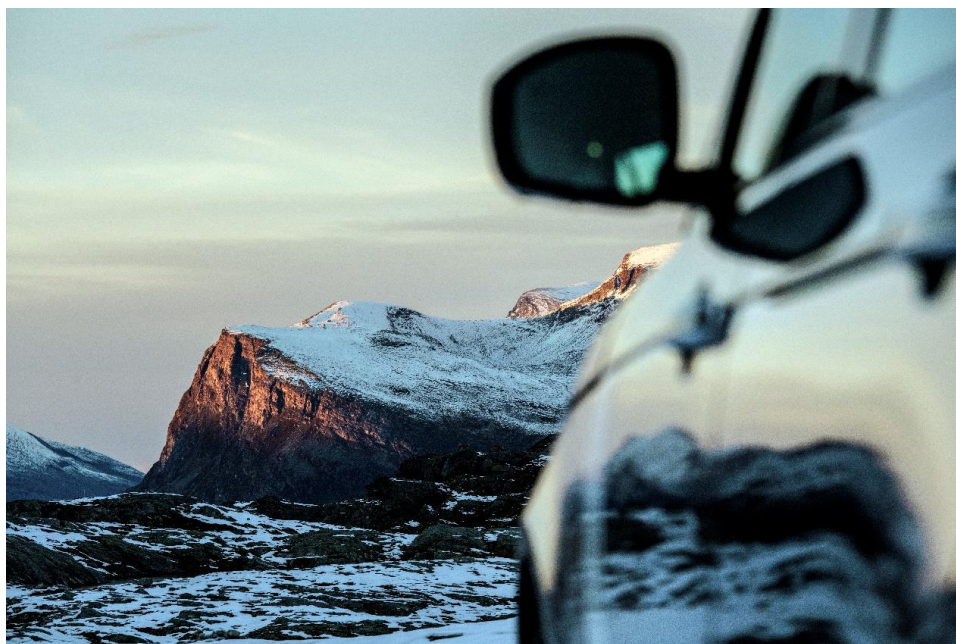


*Here we can see our Range Rover crossing a bridge midway up the famous Trollstigen (Troll's ladder) road. The bridge lies right underneath the 180-metre high Stigfossen waterfall. This section of the road includes 11 hairpin turns, which make for a breathtaking driving experience as well as having a dramatic visual impact.*



*Here we have the view of Geiranger village and fjord, seen from Flydalsjuvet, a gorge with rocky outcrops and waterfalls. The name Geiranger most likely comes from the old Norse words for 'spear' (geirr) and 'fjord' (angr) and the 15km long Geiranger fjord is one of the most famous fjords of Norway. In 2005 it was listed as a UNESCO World Heritage Site, and was in 2006 named by National Geographic as the most well preserved of all the UNESCO world heritage sites. The nice thing about working in Norway at this time of the year, in the autumn, is that I passed through a huge variation of different landscapes. It's a gorgeous time to be there.*





*This shot was captured after driving in the early October snow on the mountain plateau beneath the Dalsnibba peak in Møre og Romsdal county. The first snow had come the weekend before we arrived and covered a gravel track we were following. Light and timing is everything in what I do – when the things I’m photographing are so still the light becomes even more important – and this photograph was taken just as the last rays of the evening sun hit the higher mountain peaks.*



*This shot captures us driving in the early October snow on the mountain plateau beneath Dalsnibba peak in Møre og Romsdal county. The character of locations really changes with the time of day and the lighting and in this shot, as dusk hit, the last rays of the evening sun produced an amazing array of colors on the Djupvatnet lake.*



**ENDS**

For further information log onto [www.media.landrover.com](http://www.media.landrover.com) or contact:

Isabelle Michiels - PR Manager  
Jaguar Land Rover Belux  
T. 03 241 11 32  
M. 0476 427 738  
E. [imichiel@jaguarlandrover.com](mailto:imichiel@jaguarlandrover.com)

**Editors' notes:**

**Land Rover**

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 Sport, Range Rover and Range Rover Evoque each define the world's SUV sectors, with 80% of this model range exported to over 170 countries.

**Magnum Photos**

For nearly 70 years Magnum Photos has been providing the highest quality photographic content to an international client base of media, charities, publishers, brands and cultural institutions.

Its four offices in New York, London, Paris and Tokyo service the ongoing distribution, licensing, production and exhibition of pictures by the world's most esteemed photographers.

Magnum has documented most of the world's major events and personalities since the 1930s; covering industry, society and people, places of interest, politics and news events, disasters and conflict. In short, when you picture an iconic image, but can't think who took it or where it can be found, it probably came from Magnum.

Founded in 1947 by Henri Cartier-Bresson, Robert Capa, George Rodger and David 'Chim' Seymour, Magnum is owned and cooperatively managed by its independent photographer-members.

[www.magnumphotos.com](http://www.magnumphotos.com)