



## ALL-NEW RANGE ROVER EVOQUE MAKES GUEST APPEARANCE AT 40 YEAR CELEBRATION OF THE BRAND

### NEWS

- **First image of all-new Range Rover released**
- **Officially named Range Rover Evoque**
- **Design stays true to LRX concept car**
- **Lightest, most fuel efficient Range Rover ever**
- **Third Range Rover model to compete in fuel-efficient premium compact 4WD SUV segment in North America**
- **Official public debut at Paris Motor Show: 30 September**
- **On sale in North America Fall 2011**

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**Mahwah, New Jersey, July 1, 2010** – The first official picture of the all-new addition to the Range Rover family is released today, following an exclusive preview in London for guests attending a 40<sup>th</sup> birthday celebration of Range Rover held with long time U.K. Range Rover partner, VOGUE magazine\*.

Named the Range Rover Evoque, this all-new coupé will join the Range Rover and Range Rover Sport in North American dealerships in fall, 2011. It will be the smallest, lightest and most fuel efficient Range Rover ever produced. The compact 4WD Range Rover Evoque is engineered to meet North American customer and regulatory demands for increased fuel efficiency in highly capable luxury SUVs.

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 recognized 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 recognizable 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 recognizable.

"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.

Chris Marchand, Executive Vice President of Land Rover North America said, "The new Range Rover Evoque has a very clear mandate in North America to give luxury SUV customers another choice to enjoy Range Rover style, luxury and all terrain traction, but with a more compact, fuel efficient footprint. This is an incredibly important expansion of the Range Rover brand in this market."

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 from next summer and in North America in the fall.

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Note to editors:

\*Range Rover's partnership in the U.K. with VOGUE magazine for this celebration links back to 1981 when the first factory-produced limited edition Range Rover 'In-Vogue' was used by VOGUE magazine for a fashion shoot in Biarritz, France. This special edition led to Range Rover adopting the 'Vogue' nameplate in the U.K. in 1983 which is still a specification choice on the car today – the Range Rover Vogue, available in Europe and other markets outside the U.S.

*Since 1948 Land Rover has been manufacturing authentic 4x4s that represent true "breadth of capability" across the model range. Defender, LR2 (Freelander 2), LR4 (Discovery 4), Range Rover Sport and Range Rover each define the world's 4x4 sectors, with 78% of this model range exported to over 140 countries. Land Rover employs 8,500 people and supports a further 40,000 jobs supported in the supply chain.*

*Land Rover takes its responsibility to the environment seriously. Emissions have been cut with all new models and, together with Jaguar, Land Rover is investing £800m on technology specifically aimed at reducing carbon dioxide emissions. Since September 2006, carbon dioxide generated by Land Rover manufacturing activities and UK customer vehicle use has been balanced through an industry leading offset program run by Climate Care.*