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Land Rover Love on a Mountain Top... 70th Anniversary Celebrations with Defender Outline in French Alps

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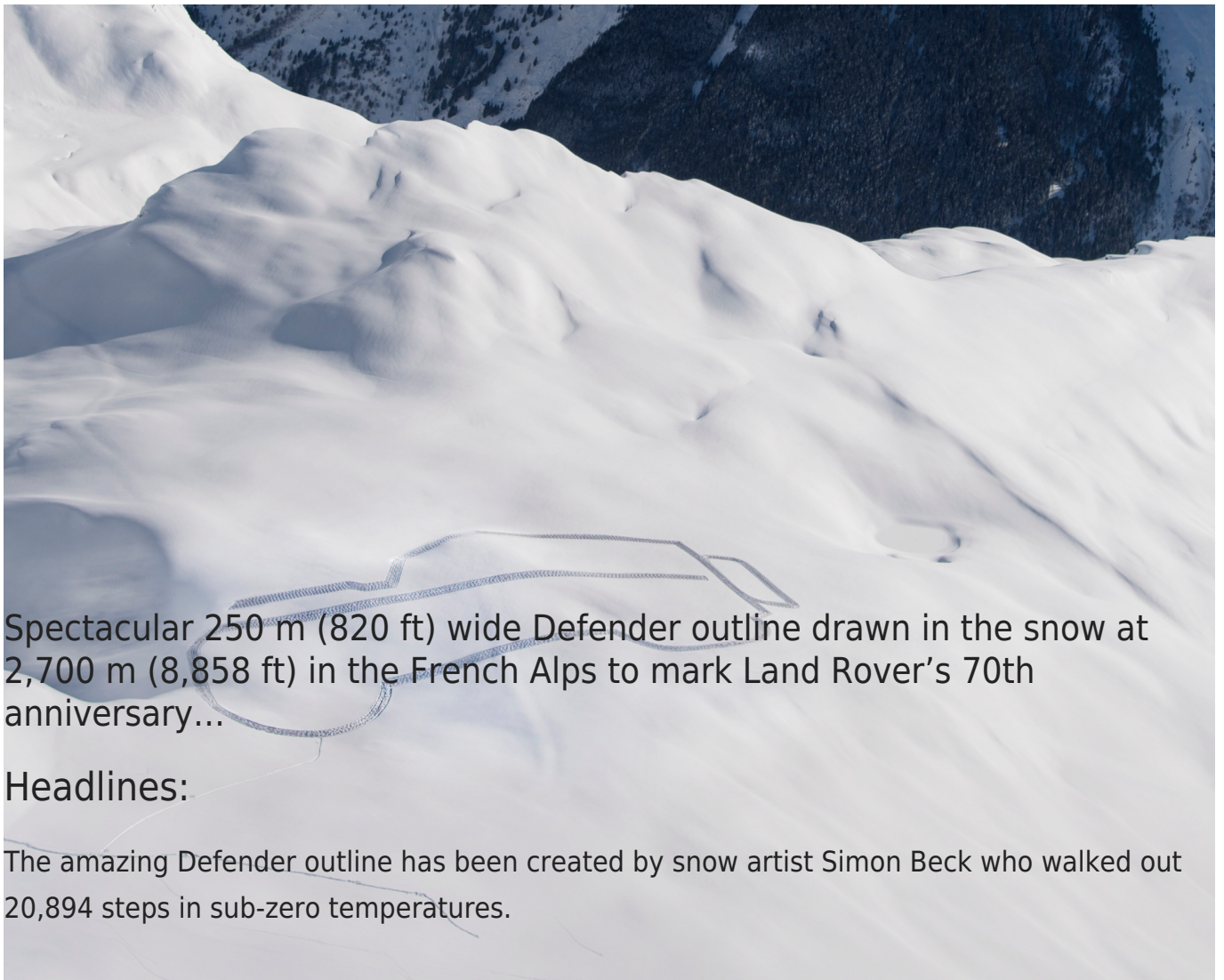
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Spectacular 250 m (820 ft) wide Defender outline drawn in the snow at 2,700 m (8,858 ft) in the French Alps to mark Land Rover's 70th anniversary...

Headlines:

The amazing Defender outline has been created by snow artist Simon Beck who walked out 20,894 steps in sub-zero temperatures.

Land Rover announces World Land Rover Day: 30 April 2018 marks 70 years since its debut



at the 1948 Amsterdam Motor Show.

The drawing was a tribute to the Wilks brothers' first sketch of the original Land Rover shape in the sand of Red Wharf Bay, Anglesey, UK.

A celebration broadcast on World Land Rover Day will pay tribute to the original Land Rover, as well as the luxurious Range Rover and versatile Discovery families

Watch snow artist Simon Beck produce the giant snow drawing [HERE](#)

New Heights...

La Plagne, France, 10 April 2018 - After 70 years of all-terrain adventures and global expeditions, Land Rover has once again taken the Defender to new heights.

Stretching over 250 metres (820 feet), the spectacular Defender outline was imprinted on the side of a mountain in the French Alps. The one-off snow art was created to announce World Land Rover Day on 30 April, exactly 70 years since the original Land Rover was first shown to the world at the 1948 Amsterdam Motor Show.

The unique image is a tribute to the moment when the engineering director of Rover, Maurice Wilks, first sketched the shape for the original Land Rover in the sand of Red Wharf Bay and proposed the idea to his brother Spencer, Rover's managing director. The forward-thinking design was eventually christened the 'Land Rover'; the outline of which we now recognise as the Defender. Those first sand sketches went on to create one of the most iconic vehicles in the world and ultimately led to the creation a company that has become the most famous 4x4 manufacturer on the planet.

Jaguar Land Rover CEO, Prof Dr Ralf Speth, said: "Land Rover is an iconic brand around the world and the outline of the Defender is instantly recognisable. To reach the landmark of 70 years is truly special and we will mark it with a year of celebrations that represents Land Rover's 'Above and Beyond' spirit and honours the people behind the world's favourite SUVs."



Land Rover is inviting fans to join the celebrations in a World Land Rover Day online broadcast. It stars the people who helped create the world's most-loved 4x4s and Land Rover's pioneering technologies, from its Series Land Rover and Defender origins, to the introduction of the Range Rover in 1970 and Discovery in 1989.

Snow artist Simon Beck, who specialises in creating geometric outlines on foot, braved sub-zero temperatures to start the celebrations by creating the Defender outline 2,700 m (8,858 ft) up at La Plagne in the French Alps.

Driving a Defender to get close to the 2,700 m (8,858 ft) to produce the high-altitude artwork, Beck then walked 20,894 steps and 16.5 km (10.2 miles) through the French Alps. He said: "Making my snow art requires endurance, accuracy and strength – all attributes shared with the Defender. Its iconic shape is so simple and recognised across the world; this must be the most recognisable piece of art I've ever made."

World Land Rover Day is on 30 April. To watch the broadcast and take part in the celebrations, go to www.youtube.com/landrover at 20.00 BST and use the hashtag #LandRover70Years

More about 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, 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.

In 2015, Land Rover re-created the outline in the sands of Red Wharf Bay, to mark the final year of current Defender production.

70 YEARS OF LAND ROVER



TIMELINE

1948 Land Rover Series I launched at the Amsterdam Motor Show

1953 Long Wheelbase version of the Series I is introduced

1956 Oxford and Cambridge teams complete on London to Singapore expedition in Series I

1958 Land Rover Series II unveiled with more refined design

1970 Original two-door Range Rover (the Classic) goes on sale

1971 Land Rover Series III launched

1972 Range Rover crosses Darien Gap on 18,000-mile Trans-America expedition

1976 1,000,000th Land Rover built

1979 A Range Rover wins the inaugural Paris-Dakar rally (and again in 1981)

1981 Land Rover begins legendary partnership with Camel Trophy

1981 Four-door Range Rover released

1989 Land Rover Discovery, the third Land Rover model, goes on sale

1990 Original 'Landie' relaunched and renamed Defender

1994 Second generation Range Rover launched

1997 All-new Freelander is unveiled with innovative new technology: Hill Descent Control

2001 Third-generation Range Rover with all-round independent air suspension revealed



- 2003** Inaugural G4 challenge sees 16 teams traverse USA, South Africa and Australia
- 2004** Range Stormer Concept previews performance Range Rover and three-door body
- 2004** Discovery 3/LR3, the third-generation Discovery, launched at New York Motor Show
- 2005** All-new Range Rover Sport unveiled
- 2006** Freelander 2/LR2 launched. The first Land Rover to be manufactured at Halewood
- 2007** LRX concept car previews design language of a new luxury compact SUV
- 2009** Fourth generation of the Land Rover Discovery introduced
- 2010** Range Rover Evoque, the world's first luxury compact SUV, makes global debut
- 2012** Fourth-generation Range Rover introduced – the first all-aluminium SUV
- 2013** New generation of Range Rover Sport unveiled at New York Motor Show
- 2014** Special Vehicle Operations (SVO) division is officially launched
- 2014** Range Rover Sport SVR debuts, the fastest, most agile, most powerful Land Rover
- 2014** Discovery Vision Concept previews design vision for new family of Discovery vehicles
- 2014** Launch of Discovery Sport, a new premium compact SUV with 5+2 seating
- 2015** Trio of end-of-line Defender editions revealed with biggest sand drawing in UK
- 2015** Exclusive Range Rover SVAutobiography long wheelbase launched in New York
- 2015** Evoque Convertible becomes world's first luxury compact SUV convertible



2015 One-of-a-kind Land Rover 'Defender 2,000,000' sells for £400,000 at charity auction

2016 Last Defender rolls off the production line

2016 All-new Discovery with world-first remote Intelligent Seat Fold technology launched

2017 Land Rover launches the fourth Range Rover, the Velar

2018 Limited Edition Range Rover SV Coupé debuts at Geneva Motor Show

