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INEOS Automotive says 'Let's put the record straight' with a bold new ad campaign

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They tell us:
(Photograph and all words from INEOS Automotive)

- Provocative advertising campaign 'Us vs. Them' highlights distinctive personality of Grenadier
- INEOS Automotive shows its humorous side with 'Lets Take This Outside' billboard ad
- "Good luck to the others: they're cool cars. But we're tired of the comparisons. To be clear, this is all about saying we're different." - Lynn Calder, CEO at INEOS Automotive

London, 7 April 2025 - INEOS Automotive has launched a bold advertising campaign to clearly differentiate the Grenadier 4X4 from the regular school-run SUVs and soft-roading crossovers.

While respecting various rival manufacturers for their success in those segments, the Grenadier was engineered to follow a different trail.

The lead advert being activated in social media and on out-of-home billboards depicts the Grenadier, with muddy scars and splashes from off-roading, pitted against another brand's clean and tidy model. A cheeky provocative caption is intended to raise a smile.



The campaign follows a series of unsuccessful legal challenges around the world that were intended to disrupt the development and sales of the Grenadier and hinder the growth of the start-up British brand. After years of unnecessary distraction, INEOS Automotive is drawing a line in the sand.

"We've held our tongues while winning the court cases over and over again, and we feel it's now time to set the record straight: we're not them and we're not trying to be them," said Lynn Calder, CEO at INEOS Automotive. *"Good luck to the others: they're cool cars. But we're tired of the comparisons. To be clear, this is all about saying we're different."*

The 'Us vs. Them' digital advert is the first in a series of campaign activations over the coming months.

ABOUT INEOS AUTOMOTIVE

In 2017, INEOS Chairman Jim Ratcliffe, a car enthusiast and experienced adventurer, identified a gap in the market for an uncompromising 4X4 engineered for modern day compliance and reliability. INEOS Automotive Limited was formed and a senior team of automotive professionals assembled to bring the vision to reality with a fresh perspective of 4X4 development and manufacturing.

In 2022 the INEOS Grenadier was launched: a truly global 4X4 built from the ground up that combines rugged British spirit and design with German engineering rigour. The Grenadier provides best-in-class off-road capability, durability, and reliability with the modern comfort and refinement customers expect wherever they are in the world. In 2023 a double-cab pick-up variant of the Grenadier was launched called the Quatermaster.

INEOS Automotive is a subsidiary of INEOS (www.ineos.com), a leading manufacturer of petrochemicals, speciality chemicals and oil products. It employs 26,000 people across 36 businesses, with a production network spanning 194 sites in 29 countries. From paints to plastics, textiles to technology, medicines to mobile phones, materials manufactured by INEOS enhance almost every aspect of modern life. In 2021, INEOS had sales of \$65bn. To find out more about INEOS Automotive, visit www.ineosgrenadier.com