

NOVÝ RANGE ROVER EVOQUE – KONSTRUOVANÝ TAK, ABY VYHOVOVAL KAŽDÉMU ZÁKAZNÍKOVÍ

- Nejmenší, nejlehčí a nejúspornější vůz značky Range Rover v historii
- K životnímu prostředí maximálně šetrný vůz s emisemi CO₂ nižšími než 130g/km*, navíc palivově velice úsporný
- Disponuje vysokou flexibilitou uspořádání zavazadlového prostoru včetně speciálního nosiče jízdních kol
- Fantastické jízdní vlastnosti v každém terénu s důrazem na dynamiku jsou podporovány systémem Adaptive Dynamics a MagneRide™
- Dostupný ve verzích 4WD a 2WD
- Špičkové jízdní vlastnosti v každém terénu a počasí zajišťuje unikátní technologie Land Rover Terrain Response™
- Je vybavený nejmodernějšími technologiemi Range Rover v čele s duálním 8palcovým dotykovým displejem a kamerovým systémem, který monitoruje dění kolem vozidla
- Zákazníkům je k dispozici celá řada speciálních úprav a prvků, aby vůz vyhovoval jejich přáním a potřebám
- K dispozici ve verzi coupé i pětidveřovém provedení
- Evoque doprovází jedinečná kampaň „Pulse of the City“, jež upoutává širokou veřejnost a dává všem možnost být přímo při uvádění vozu na trhy po celém světě
- Již více než 40 osobností z celého světa se podílí na aktivitách a jsou patrony vozu Evoque v jejich městech
- V řadě metropolí jsou vystavena umělecká díla
- Vůz se bude prodávat ve 160 zemích světa, první zákazníci se s ním projedou již v létě 2011
- Ceny začínají na částce 35 000 EUR

Ženeva/Praha, 2. března 2011 – Nový Range Rover Evoque je nejmenší, nejlehčí a nejúspornější vůz značky Range Rover v její historii. Na autosalonu v Ženevě se představil v plné parádě a ukázal široké možnosti individuálního nastavení pro každého zákazníka.

Na autosalonu se představil nový Range Rover Evoque ve verzi coupé i pětidveřovém provedení. Oba modely nabízí mnoho možností, jak si vůz upravit přesně dle přání,

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požadavků a potřeb každého zákazníka. Ti si mohou vybrat model, který bude plně odpovídat i jejich životnímu stylu. K dispozici je například široká škála barev a vybavení v čele s výraznou barvou a provedením střechy vozu, či unikátním interiérem.

Evoque se teprve začne prodávat, ale již nyní vzbudil mezi širokou veřejností obrovské nadšení a zájem především díky odvážnému a netradičnímu designu. Právě uvádění vozu Evoque na trhy po celém světě doprovází interaktivní kampaň „**Pulse of the City**“, do které se zapojuje široká veřejnost. Účastníci kampaně se připojují k více než 40 patronům jednotlivých metropolí a sdělují si zážitky z jejich měst, upozorňují na oblíbená místa a památky či informují o svých zážitcích. Světové osobnosti působí ve světě módy, designu, hudby a filmu.

*„Po oficiálním představení nového vozu Range Rover Evoque v Paříži a Los Angeles jsme zaznamenali opravdu vřelé přijetí a velice pozitivní reakci široké veřejnosti,“ říká **John Edwards**, brand director značky Land Rover. A dodává: „Mnozí z našich potenciálních zákazníků jsou lidé, kteří v minulosti o vozu značky Land Rover neuvažovali, nicméně je nyní velice oslovil jedinečný design, prémiové provedení, nejmodernější technologie a technické parametry, které Evoque nabízí.“*

Přesně na přání a dle individuálních potřeb

Zákazníci si mohou svůj Range Rover Evoque vybrat přesně dle svých požadavků na design i technologie tak, aby automobil maximálně vyhovoval jejich vkusu a životnímu stylu.

Spektrum možností sahá od designových doplňků přes kontrastní barvy střechy a spoilerů, dokonale provedené designové prvky v interiéru až po řadu technologických vymožeností, které zvyšují komfort a zpřijemňují uživateli cestování.

Ředitel oddělení designu značky Land Rover **Gerry McGovern** ke změnám říká: *„Zákazníci mají rádi, když je jejich vůz něčím výjimečný. Na to jsme se zaměřili a poskytli opravdu široké spektrum možností, jak si mohou svůj Range Rover Evoque nechat vybavit a upravit při zachování základních prvků designu.“*

A dodává: *„Mohou však také využít i námi doporučené designérské návrhy, které jim pomohou s výběrem. Ty navíc nabízí dokonale sladěné kombinace barev a materiálů, pro něž je charakteristická originalita a jedinečnost.“*

Tři hlavní motivy

Range Rover Evoque je v segmentu kompaktních SUV jedinečný tím, že si zákazníci mohou specifikovat luxusní provedení interiéru. Ten se vyznačuje měkkou prémiovou kůží s dvojitým prošíváním a dokonale zpracovaným čalouněním. Důraz na luxusní provedení je kladen ve všech prvcích interiéru.

Namísto tradičního provedení nabízí nový Range Rover Evoque tři designové motivy. Jedná se o moderní a zábavný „Pure“, luxusní „Prestige“ a sportovně laděný „Dynamic“. Na základě těchto hlavních motivů mohou zákazníci volit jedinečný design interiéru, objednávat další doplňky i samostatné prvky výbavy. Tím si vlastně tvoří svůj osobitý vůz dle přání a požadavků.

Možnosti

Nabídka je velice široká už u základního vnějšího vzhledu:

- 12 barevných provedení exteriéru
- 3 kontrastní barvy střechy
- osm různých verzí kol z lehkých slitin, od 17 do 20palcových kol
- 16 designových verzí interiéru
- 4 různá provedení kovu, dvě v dřevěných dýhách
- tři různě barevná provedení stropnice
- osvětlené hliníkové a chromové prahy
- skleněná střecha
- černé nebo chromové držáky

Tuto nabídku doplňuje široké spektrum technologických a dalších prvků. Jedná se například o skvělý Meridian surround sound systém s výkonem 825W, zcela nový duální dotykový displej, parkovací asistent, elektrické otevírání zadních dveří, TV a nejmodernější audiovizuální vybavení, která zprostředkuje zábavu cestujícím na zadních sedadlech.

Zákazníci mohou rovněž vybírat ze širokého spektra doplňků značky Range Rover. Ty jsou určeny pro interiér i exteriér. K dispozici je i celá řada praktických doplňků a vybavení pro pohodlné cestování, či třeba nakládání zavazadel a jízdních kol.

Velká většina z nich byla vyvinuta speciálně pro Range Rover Evoque, a to od chráničů prahů přes střešní nosiče, tažné vybavení a nosiče jízdních kol.

Pro ještě větší flexibilitu zavazadlového prostoru je možné přibjednat kolejnicový systém. Nechtěnému pohybu předmětů v zavazadlovém prostoru zabraňuje například pás se zámekem Inertia. Ten funguje na podobném principu jako bezpečnostní pásy.

Prostor a flexibilita

Prostor a flexibilita je v Evoque dosaženo intuitivním uspořádáním interiéru. Vůz ocení i řidiči, kteří jej budou chtít využívat s důrazem na rodinu.

Kapacitu zvyšuje prostor pod podlahou zavazadlového prostoru. Speciálně konstruované kolejnice pomáhají předměty v zavazadlovém prostoru uchytit. Pětidveřová verze nabízí sklápěcí zadní sedadla v poměru 60/40, takže úložný prostor lze v případě potřeby výrazně zvětšit až na 1 445 litrů.

K pocitu prostornosti a pohodlí přispívá i velká skleněná střecha, kterou mají obě modelové verze. Všem pasažérům poskytuje skvělý výhled a interiér zaplavuje přirozeným světlem.

Dynamické řízení, dokonalý výkon

Konstruktéři společnosti Land Rover vytvořili nový Range Rover Evoque tak, aby zákazníkům poskytoval dokonalý požitek z jízdy. Zároveň však kombinuje dynamické sportovní řízení s vysokým výkonem a citlivou odezvou. Vůz je vybaven vyspělým systémem Adaptive Dynamics, který využívá špičkových tlumičů MagneRide™. Řidiči tak mají naprostou kontrolou nad řízením a vozem samotným.

„Zaměřili jsme se na to, aby vůz byl nejen rychlý, ale řidičům poskytoval i maximální zážitek z jízdy v každodenním městském provozu. Díky nejmodernějším technologiím, jako je právě MagneRide™, můžeme zajistit, že vynikající dynamika vozu není na úkor pohodlí,“ dodává **Murray Dietsch**, programový ředitel společnosti Land Rover.

Stejně jako všechny vozy Range Rover si i Evoque skvěle poradí v každém terénu a na každém povrchu. Právě tato jedinečná schopnost je charakteristickým znakem společnosti Land Rover. V modelu Evoque vše zajišťuje nejnovější verze systému Terrain Response™, který byl vyvinutý právě společností Land Rover.

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V terénu řidiči jistě ocení, že kromě zvýšeného podvozku má vůz v porovnání s jinými kompaktními SUV podstatně větší nájezdový a sjezdový úhel.

Evoque je vůbec prvním modelem značky Range Rover, který zákazníkům nabízí volbu mezi klasickým pohonem čtyř kol, jenž se vyznačuje skvělým výkonem a trakcí na každém povrchu, a úspornějším a k životnímu prostředí šetrnějším pohonem pouze předních kol.

Range Rover Evoque nabízí několik vznětových a zážehových motorů, které vyznačují plynulým výkonem. Výrazně modernizovaný turbodiesel o obsahu 2,2 litru má dvě alternativy- 150 hp a 190 hp. Coupé s pohonem předních kol a motorem o výkonu 150 hp dosahuje velmi nízkých emisí pod hranici 130g/km CO₂.

Špičkový nový benzinový agregát Si4 o obsahu 2 litry a výkonu 240 hp kombinuje přímé vstřikování paliva, přeplňování a proměnlivé časování ventilů k dosažení vynikajícího jízdního zážitku a úspory paliva. Z 0 na 100 km/h vůz zrychlí za 7,1 vteřiny*.

Myslí na životní prostředí

Svémi kompaktními rozměry a vyspělými technologiemi, které byly při konstrukci vozu použity, posiluje Range Rover Evoque snahu společnosti Land Rover o maximální šetrnost vůči životnímu prostředí.

Díky speciálním konstrukčním postupům, které odlehčují karoserii, a rozšíření nabídky o model s pohonem předních kol bylo dosaženo optimální efektivity. Nová řada nejmodernějších vznětových a zážehových motorů se dodává s přímým vstřikováním paliva a motory jsou rovněž vybaveny technologií stop-start. Vedle toho je Range Rover Evoque vybaven systémy kontrolujícími emise CO₂, jako je například EPAS. Navíc byl vůz byl konstruován tak, aby na konci svého životního cyklu byl maximálně recyklovatelný.

Výsledkem je Range Rover, který v třídě prémiových kompaktních SUV vytyčil zcela nový standard nejen v oblasti úsporného provozu, ale i výši emisí CO₂. Coupé s pohonem předních kol dosahuje výjimečně nízkých emisí CO₂ pod úrovní 130 g/km.

Výrazný Evoque

Designéři a konstruktéři vybavili nový model řadou originálních a inovativních rysů a funkcí. Ty mu zajistí, že bude doslova k nepřehlédnutí.

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Range Rover Evoque se dodává se světlomety, které na první pohled zaujmou výraznou grafikou, jež byla vytvořena technologií LED light-bladed. Podobná grafika je použita i na zadních světlech.

Když k vozu přijdete za tmy, jistě vám neujde výrazná grafika Range Rover na bočních dveřích, která je nasvícena bodovými světly v bočních zrcátkách. Další zajímavé detaily zákazníci čekají po usednutí do vozu. Vnitřní světla se rozsvítí v animované startovací sekvenci a automaticky se vysune otočný ovladač, který tiše vklouzne řidiči do ruky.

Příjemné a diskrétní osvětlení kabiny zajišťuje několik LED světel. Při volbě dynamického režimu se interiér zahálí do červeného světla a stejnou barvou jsou podsvíceny i budíky a přístrojová deska.

Vybaveno prémiovými technologiemi

Evoque využívá všechny nejnovější technologie jako ostatní modely značky Range Rover. Všem cestujícím nabízí nejvyšší úroveň bezpečí, pohodlí a možnosti využití nejmodernějších komunikačních a audiovizuálních technologií.

Srdcem systému je vysoce oceňovaný duální 8palcový dotykový displej s vysokým rozlišením, jenž se vyznačuje ostrou grafikou a intuitivní strukturou menu. Displej se dodává s novou technologií dual-view, takže řidič a spolujezdec na něm mohou sledovat odlišný obsah.

Technicky zaměření zákazníci si přijdou na své díky komplexní výbavě, jež zahrnuje zabudované hands-free přes standard Bluetooth, audio streaming plus řadu USB a další vstupy pro iPod a jiná přenosná zařízení.

Evoque je prvním modelem Range Rover, jenž nabízí skvělý zvukový systém vyvinutý ve spolupráci s specialisty společnosti Meridian. Meridian nabízí soustavu surround sound se 17 reproduktory a výkonem 825W, která poskytne skutečně špičkový výkon.

Dále mohou majitelé nového Range Rover Evoque využít **následujících funkcí**:

- Parkovací asistent pro automatické paralelní parkování
- Monitorovací systém pro slepý úhel

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- Kamerový systém Surround sound s pěti digitálními kamerami, včetně systému pro couvání
- Plnohodnotná duální automatická klimatizace s možností přehřátí vozu při parkování
- Navigace na pevném disku
- Tuner DAB/FM/AM/Sirius s (výměnným diskem) na 10 CD
- Příjem digitální a satelitní TV, přehrávání DVD
- Speciální balíček pro zadní sedadla, který obsahuje 8palcové video displeje, digitální bezdrátová sluchátka, dotykové dálkové ovládání pro displej
- Přístup bez nutnosti používání klíče, elektricky poháněné zadní dveře
- Adaptivní světlomety s automatickou regulací výšky paprsku
- Vyhřívání přední sklo, přední sedadla a volant

Rostoucí zájem veřejnosti

Range Rover Evoque brzy vstoupí na trhy po celém světě a očekávání a zájem široké veřejnosti rapidně roste. Uvádění modelu doprovází jedinečná interaktivní kampaň „**Pulse of the City**“, které se účastní lidé z celého světa. V rámci speciální sociální sítě a interaktivních online aplikací si sdělují své zážitky ze svých metropolí, upozorňují na zajímavá místa a komentují život v nich.

„Range Rover Evoque je jako stvořený do města. Je to vůz obratný, kompaktní a ekologický. Proto se i naše kampaň snaží zachytit reálný obraz jednotlivých metropolí, jejich charakter a život v nich,“ říká **John Edwards**, brand director značky Land Rover.

Do kampaně se již nyní zapojilo obrovské množství obyvatel světových měst a vyvolala tak pozitivní ohlas mezi širokou veřejností. *„Těšíme se, že v rámci kampaně probudí svá města k životu i mnoho dalších obyvatel,“* dodává Edwards.

Patroni, kteří tvoří charakter měst

Do kampaně „**Pulse of the City**“ se zapojilo již více než 40 osobností, kteří svými příspěvky probouzí města k životu. Jedná se o módní návrháře, designéry a osobnosti ze světa hudby a filmu.

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Během uvedení modelu Evoque na trhy budou tyto osobnosti mapovat své cesty po oblíbených městech. Plánek těchto cest bude následně umístěn na internetové stránce **helloevoque.com**. Své cesty budou tyto osobnosti komentovat a společně tak vytvářet reálného a interaktivního průvodce.

Kampaně se může účastnit a připojit se ke světovým osobnostem kdokoliv. Prostřednictvím internetu si jen stačí stáhnout bezplatnou aplikaci **Pulse of the City**, jež je k dispozici pro iPhone a zařízení na platformě Android.

Jedněmi z prvních, kteří pomocí aplikace takto zaznamenali svou cestu městem, byli vítězové Grammy, rocková kapela **OK Go** z Los Angeles. Ti uspořádali hudební pochod ulicemi Los Angeles, přičemž výsledná trasa na mapě měla podobu písmen OK Go.

V rámci dalšího pokračování kampaně vyzve Range Rover zúčastněné osobnosti a ostatní uživatele aplikace k tomu, aby dodávali další postřehy a informace o svém městě. Výsledkem bude podstatně detailnější portrét jednotlivých měst.

Každá z osobností kampaně si též zvolí konfiguraci vozu Range Rover Evoque dle svého vkusu a vůz bude používat jako součást svého života ve městě.

Doprovodné výstavy

Premiéru nového vozu doprovázejí i drátěné plastiky, které byly instalovány na prestižních místech ve městech po celém světě. Prvních deset bylo vystaveno v Paříži na oslavu premiéry vozu na tamním autosalonu.

Čtyři z nich začlenili renomovaní pařížští umělci André (Monsieur A), JCDC, Surface to Air a Yorgo Touplas do série výstav. Tyto instalace se zaměřují na téma luxusu, designu, ekologičnosti a technologie, což jsou čtyři hlavní charakteristické prvky nového vozu.

Celkem bylo po městech ve světě rozmístěno na 40 drátěných plastik. Ty se objevily na řadě rozličných místech jako je opera v Sydney, milánský týden módy, pláž v Santa Monice v Kalifornii, galerie Soljanka v Moskvě nebo týden módy v brazilském Sao Paulu. Cesty těchto drátěných modelů dokumentoval Range Rover na sociálních médiích.

Menší a ekologičtější Range Rover

Evoque je nejmenší a ekologicky nejšetrnější Range Rover. Zároveň proměnil revoluční koncept Land Rover LRX ve skutečnost a dokonale se mu podařilo vystihnout ducha cross-coupé.

Range Rover Evoque je nabízen ve dvou verzích - jako coupé, jež věrně kopíruje původní design, a jako stylový pětidveřový vůz s mírně vyšší střechou, který zase nabízí větší praktické využití a může sloužit i jako rodinný vůz.

Coupé i pětidveřová verze Evoque zůstávají naprosto věrni charakteru a hodnotám značky Range Rover. Nabízejí špičkové zpracování, nejmodernější technologie, nejvyšší luxus, vysoký výkon a též schopnost poradit si v každém terénu. Právě to je charakteristické pro všechny vozy společnosti Land Rover.

Od léta 2011 v prodeji ve 160 zemích světa

Range Rover Evoque se bude vyrábět v továrně automobilky Land Rover v Halewoodu ve Velké Británii. Od léta 2011 se bude vůz prodávat ve 160 zemích světa. Cena základního modelu byla stanovena na 35 000 EUR.

„Range Rover Evoque zůstává věrný hlavním hodnotám značky. Svým majitelům nabídne luxus, skvělý výkon v každém terénu a dynamické sportovní řízení. Úchvatné kupé i pětidveřová varianta nabízejí klientům možnost volit z širokého spektra vybavení, což nepochybně ještě zvýší jeho atraktivitu,“ uzavírá **John Edwards**, brand director společnosti Land Rover.

Více informací najdete po registraci na adrese www.media.landrover.com nebo kontaktujte:

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Konec zkrácené verze v čj.

The new Range Rover Evoque in detail

1. GROUNDBREAKING DESIGN

The all-new Range Rover Evoque has turned the LRX concept into reality, marking a bold evolution of Range Rover design, and providing customers with a compact, premium and highly desirable SUV.

A groundbreaking and original cross-coupé, the Range Rover Evoque captures – almost to the millimetre – the stunning design of the LRX concept. With its cutting edge lines and sporty, dynamic profile, the Range Rover Evoque creates a new segment for a premium off-road coupé.

The Range Rover Evoque is available in two distinctive versions: the stunning coupé model, which precisely mirrors the concept car design, and the stylish 5-Door, which adopts a slightly higher rear roofline for extra practicality and greater family appeal.

Gerry McGovern, Land Rover design director said: “Both the coupé and the 5-Door Range Rover Evoque share the same strong emotional appeal, capturing the unique and exciting spirit of the LRX concept.”

Classic Range Rover design cues, with a bold new interpretation

The Evoque’s bold exterior features exciting new interpretations of classic Range Rover design cues, including the signature clamshell bonnet, the floating roof and the solid 'wheel-at-each-corner' stance.

Unlike any previous Range Rover, the Evoque adopts a very dynamic profile with its dramatic rising beltline, a muscular shoulder running the length of the car, and a distinctive taper to the floating roofline. The bold design graphic created by the exaggerated wedge of the window line is emphasised by the black pillars.

Pushing the wheels out to the four corners helps give the car its purposeful stance; the wheelarches are wide, but softly integrated into the body. The carefully sculpted corners dramatically reduce the car’s visual overhangs front and rear.

The front-end design makes a powerful statement of Range Rover's identity with the bold horizontal graphic created by the perforated two-bar grille and distinctive headlamps.

The stylish body exudes a strong sense of premium quality with its precise, tight shut-lines and striking details like the bonnet vents and side vents. The Range Rover Evoque is available with xenon headlamps providing a jewel-like quality to the slim front and rear lamps with their LED signature lighting and tapering blade indicator clusters.

The design of the Range Rover Evoque 5-Door was closely derived from the coupé model, and the two versions have identical overall length and width. To provide additional interior space, the angle of the rear roofline has been subtly revised, and the 5-Door measures 30mm higher than the coupé bodystyle.

"The unique design of the Evoque will attract a new generation of Range Rover customers who have never considered an SUV before, such as premium coupé buyers who would like to make a bold new statement," added McGovern.

Modern and sporting premium interior

The Evoque's interior takes the strong, clean architecture and premium quality materials of a traditional Range Rover, and applies them in a more contemporary and sporting fashion.

As in larger Range Rovers, the centrepiece of the cabin is the bold intersection between the solid horizontal elements of the instrument panel and the powerful vertical lines of the centre console.

Designers have also taken inspiration from the stylish forms of the LRX concept interior, capturing the dramatic slope of the centre console and the pure, elegant lines of the instrument panel. The design retains the concept's distinctive stowage area beneath the sloping console, the open structure echoing the themes of lightness and efficiency found elsewhere in the car.

The exquisite quality and craftsmanship of the materials is highlighted by the very contemporary, clean treatment of the interior surfaces, including the flush treatment of the air vents and horizontal roller shutter in the centre console.

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Housed under a compact curved binnacle, the instrument cluster enhances the sporting, premium feel of the interior. The twin dials have an expressive three dimensional form with chunky illuminated chaplets and needles, and are set deep in sporty circular housings finished with bright chrome rims.

An optional full glass fixed panoramic roof enhances the sense of room and freedom within the deceptively spacious cabin, flooding the interior with natural light.

Gerry McGovern explained: “The luxurious, contemporary feel to the cabin is the perfect complement to the concept car exterior. The exquisite materials and craftsmanship, and the pure, elegant design, tell you that this is a true Range Rover interior, but one with a more sporting flavour.”

Range Rover craftsmanship, and Range Rover materials

The Evoque delivers Range Rover levels of quality and craftsmanship in every detail of the car. Particular attention has been given to selecting only the best, premium quality materials, and applying those materials with impeccable taste and care.

Perhaps the most visible example is the luxurious wrapped finish of the upper instrument panel. High series models use premium Windsor leather – beautifully soft high-grade hides which have been hand-picked for their exceptional touch and appearance – impeccably hand-finished with twin-needle stitching.

The fascia mid-section is also leather wrapped; this, together with the lavish leather trim on the door panels and seats, creates the ultimate luxury ambience. In total, over 10m² of leather – equivalent to more than three full hides – is required to complete each vehicle. Every aspect of the stitching, even down to the size and shape of the needle, is also specified by Range Rover experts, to guarantee an immaculate finish, every time.

Even on models where leather is not specified, the instrument panel is still wrapped with a premium quality, soft-touch textured material with twin-needle stitching, for a sumptuous interior experience.

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In bold contrast to the opulent leather and soft-touch surfaces, strong visual highlights are provided by authentic metal finishers on the horizontal strip on the fascia, the surrounds to the vent controls, and the striking curved elements each side of the centre console. Cold to the touch and exquisitely crafted, the metal finishers are a tactile and visual reminder of the superior interior quality.

The fastidious attention to detail in every facet of the Range Rover Evoque's construction can also be illustrated by the thousands of man hours spent finessing the way that all visible parts fit together, ensuring an impeccable quality and consistency of finish.

Turning the LRX Concept into reality

The Range Rover Evoque is completely faithful to the style of the stunning LRX Concept, capturing its design almost to the millimetre.

During the development process, maintaining the integrity of the LRX design was given the highest priority, and led to the adoption of new technologies and smart engineering solutions to maintain the concept car appearance.

Some of the features that helped to preserve the LRX Concept design include:

- All-new body structure and suspension subframes, delivering the sleek, low profile of the LRX while providing excellent interior space and the traditional elevated Command driving position, with full wheel travel required for comfort on- and off-road
- Adoption of ultra-high-strength Boron steels in the A- and B-pillars to retain the slim profile of the pillars without compromising strength or safety
- Detailed optimisation of the interior package including pedal positions, fuel tank height and door structures to deliver generous interior legroom and headroom while retaining the low coupé roofline
- Integrating the radio antenna into the rear spoiler, to avoid fitment of exterior aerials

Groundbreaking design with total comfort and practicality

The vehicle package successfully provides a unique blend of coupé styling and capable off-road geometry and ground clearance. The interior offers excellent accommodation for passengers and their luggage, while retaining the core elements of the classic Range Rover Command Driving Position.

Gerry McGovern said: “The Range Rover Evoque really does give you the best of both worlds – concept car looks combined with day-to-day comfort and practicality. From its deceptively spacious cabin to its deep, accommodating trunk, this is a car which is ideally suited to our customers’ busy and active lifestyles.”

Sitting slightly lower than in one of the larger Range Rovers, the driver adopts a Sports Command Driving Position, which offers a more sporting feel but retains the important sensation of control and command.

Space and versatility

With its higher rear roofline, the Range Rover Evoque 5-Door adds further space and versatility to the luxurious cabin. Family users will find the car provides the flexibility and luggage space of a compact station wagon.

The rear seats offer comfortable accommodation for three passengers, with each seating position having its own three-point safety belt and head restraint. In addition to generous headroom which compares very favourably to traditional sporting saloons, rear seat occupants also benefit from over 50mm more shoulder room than the coupé model.

The increased window area of the 5-Door bodystyle heightens the feeling of light and space in the rear cabin. This sensation can be further enhanced by the full-sized glass panoramic roof, which provides a superb uninterrupted vista and offers even greater headroom for all occupants.

The Range Rover Evoque has a wide, deep trunk with a practical regular shape. The width of the luggage compartment has been optimized to accommodate the full length of a golf bag, with no need to remove the longer clubs from the bag.

Carefully designed stowage areas under the load floor add extra capacity, while load rails help to secure contents in the luggage compartment. For even more space and flexibility, 60/40 folding rear seat squabs allow the luggage capacity to be expanded quickly and easily, with a substantial volume of 1445 litres available in the 5-Door with the rear seats folded.

For added convenience, the Range Rover Smart Key system enables keyless entry to the vehicle. The rear tailgate is powered for ease of opening, and can also be opened remotely using the key fob.

Personalising the Evoque

Customers can personalise their new Range Rover Evoque with a tempting array of design, trim and technology options, so that each car meets its customer's own taste and lifestyle.

The choices range from designer exterior packs, contrasting colours on the roof and spoilers, immaculately-trimmed designer interiors, and a range of desirable technologies to maximise comfort and enjoyment on board.

Gerry McGovern said: "Customers buying a premium vehicle expect to be able to tailor their new purchase. The new Range Rover Evoque gives individuals lots of opportunity to personalise their car, from the contrast colour on the roof to the texture of the metal interior trim."

Three design themes

The Range Rover Evoque gives customers the choice of three vehicle design themes, each of which has its own distinctive character, exterior treatment and carefully co-ordinated interior package. The three themes are:

- Pure – combining the stunning concept-car exterior with a stylish, clean interior in neutral colours to highlight the pure, simple forms of the cabin architecture. Soft-touch, wrapped materials on the major surfaces contrast with the real-metal brushed aluminium trim.
- Prestige – ultimate Range Rover luxury, combining a bespoke exterior that includes unique, 19-inch wheels and sparkling metallic details with an indulgent interior that is almost entirely leather-wrapped. Luxurious duo-tone colour schemes are embellished by premium leather, twin-needle stitching and real wood and metal finishers.

- Dynamic – bold exterior with 20-inch wheels and unique bumpers, sills, grille and tailpipes for a more assertive, confident stance. Contrasting roof and spoiler colour is a no-cost option, while the premium sports interior offers a darker environment with splashes of bright contrast colour, together with perforated leather seats and unique sports detailing.

Customers can further tailor these themes with different designer interiors, option packs, standalone and accessory items, providing even more freedom to specify the car of their choice.

Each of the immaculate designer interiors brings its own unique combination of colours, materials and finishers, tastefully co-ordinated down to the texture of the leather and the colour of the contrast stitching.

Even these designer themes can be personalised by the customer, with a choice of textured metal patterns or real wood veneers on the distinctive interior finishers.

Unprecedented choice

The full range of choices embraces every aspect of the vehicle, giving unprecedented opportunities to customise each car.

Even just considering the appearance related items, the scope of options includes:

- 12 exterior colours
- three contrasting roof colours
- eight alloy wheel designs, from 17-inch to 20-inch
- 16 tailored designer interiors
- four metal finishers and two contemporary wood veneers
- three interior headliner colours
- illuminated tread plates
- full-sized fixed panoramic glass roof
- black or chrome roof rails

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Owners can also choose from a very broad selection of official Range Rover accessories, most of which have been developed specifically for the Range Rover Evoque. The accessory range includes exterior and interior styling, together with a comprehensive choice of practical loading and towing items.

Additional exterior styling items include bright side protection sill tubes, bodyside decals, coloured wheel centres, and alloy wheels in alternative finishes, such as black. Within the vehicle, customers can select features like metal sports pedals, illuminated aluminium and chrome tread plates, and footwell mats in a variety of different materials.

To carry sports equipment or bicycles, there is a range of roof-mounted stowage systems and carriers. There is also a full towing kit, together with tow hitch mounted bicycle carriers.

Versatile luggage stowage systems are made possible with the addition of loadspace stowage rails. A strap with an Inertia locking reel, which works in a similar way to a seat belt, is one feature which prevents movement of items in the luggage area.

2. PREMIUM DRIVING EXPERIENCE

The all-new Range Rover Evoque has been designed and engineered to provide drivers with a finely judged balance of sporting driving dynamics, responsive performance and sophisticated refinement.

This polished driving experience is true to the values of the Range Rover brand, but adds a more dynamic and sporting character which is consistent with the exciting promise of the Evoque's bold, concept car design.

David Mitchell, chief programme engineer, explained: "Market research indicates that the more youthful target customers for this car favour a more sporting driving character. This has encouraged us to deliver driving dynamics with a more engaging and connected feel, without losing the poise and refinement which is an important characteristic of the Range Rover brand."

Engaging and sporty driving dynamics

Achieving the desired dynamic character in the Evoque required an evolution of the Range Rover DNA. Starting with the driving dynamics of the Range Rover Sport, which has a similar DNA to a luxury sports saloon, Range Rover dynamics specialists set out to deliver a more agile and connected drive.

Particular objectives were to increase steering precision and agility at lower speeds, so that the car was more responsive and fun-to-drive in typical urban driving conditions.

While the Range Rover Evoque's lighter weight, more compact footprint and lower centre of gravity helped to achieve a more agile character, key engineering changes were required to deliver the required responses.

Range Rover engineers initially focused on optimising the stiffness of the chassis systems and body structure, followed by meticulous tuning of the suspension components and electric power assisted steering (EPAS) system.

Starting with the fully independent suspension – featuring long-travel coil-sprung struts front and rear – revised rear suspension geometry was adopted to raise the rear roll centre.

The variable-ratio speed-sensitive EPAS system was tuned for immediate responses around the straight-ahead position, and a precise, linear character. To enhance the precision and feedback, the steering rack is solidly mounted on the front subframe.

Although these changes delivered greater agility, the Range Rover Evoque has handling responses which remain flattering and predictable, without any nervous reactions.

To make sure the Evoque retained the poise and stability which is typical of long-travel Range Rover suspension systems, engineers tuned the car to retain the same comfortable yet connected ride of the Range Rover Sport, with excellent control of body motions and low levels of body roll.

This meticulous tuning of suspension bushes and spring and damper rates has ensured the Range Rover Evoque's more sporting character has not compromised comfort and refinement.

Adaptive Dynamics featuring MagneRide™

Range Rover Evoque customers have the opportunity to specify a state-of-the-art new Adaptive Dynamics feature which uses advanced MagneRide™ continuously variable dampers.

With the MagneRide dampers – which are more typically fitted to high performance sports cars – the Adaptive Dynamics system provides an optimum balance between confident, nimble handling and a supple, well-controlled ride.

MagneRide™ dampers offer infinitely variable damper settings between soft (comfort) and hard (sports) extremes, and operate by using a special damping fluid which contains magnetic particles. When subjected to a magnetic field, the fluid becomes more viscous, thus increasing the damping.

This technology allows MagneRide™ to change damper settings quickly and with a wide operating range, delivering more stable and confident dynamics.

The Adaptive Dynamics system monitors vehicle movements at least 1000 times/second*, reacting to driver or road inputs virtually instantaneously to give greater control and minimise body roll, providing a balanced, flat ride. The system will even sense off-road conditions, and optimise damping accordingly.

Drivers can also select a Dynamic Mode via the Terrain Response™ system, which modifies the damper settings to deliver even tighter body control, with flatter handling and sharper responses.

All-weather, all-surface capability

Like a true Range Rover, the Evoque delivers the all-weather, all-surface capability which is a hallmark of the brand. In common with its larger siblings, the new model provides formidable off-road potential, which is enhanced by the company's signature Terrain Response™ system.

The standard four-wheel-drive transmission is an innovative full-time intelligent system which continuously varies the front/rear torque split using an electronically-controlled Haldex centre coupling to deliver optimum grip and balance for the current driving conditions.

The Haldex coupling has been specially calibrated to suit the Range Rover Evoque's nimble and responsive dynamic character, and to ensure it delivers a fun-to-drive experience at all speeds.

For customers who do not require Range Rover's legendary all-terrain capability, a front-wheel-drive model is available which delivers even better fuel consumption. The front-wheel-drive system has been carefully optimised to offer the same agile and fun-to-drive handling as the four-wheel-drive model.

Responsive all-turbocharged powertrain line-up

The Range Rover Evoque has an all-turbocharged engine line-up with a choice of state-of-the-art petrol and diesel power units. Both petrol and diesel powertrains are impressively refined, delivering strong, torquey performance with ample power in reserve.

These advanced engines are hushed and relaxed when cruising at speed, but are tuned to deliver an enjoyable, sporty note during more spirited driving. The engines are twinned with sophisticated and efficient six-speed transmissions – automatic only for the petrol engine, and automatic or manual for the diesel.

240PS 2.0-litre Si4 Petrol Engine

Petrol models feature the new downsized 240PS 2.0-litre Si4 engine. This state-of-the-art petrol engine offers smooth and responsive power, delivering 0-60 mph in 7.1 seconds*, blending four-cylinder efficiency with six-cylinder performance.

The latest powertrain technologies – including advanced turbocharging, high-pressure direct fuel-injection and twin variable valve timing – are combined to provide outstanding driveability, with very strong bottom-end performance and an extremely broad, torquey power band.

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The Si4's highly efficient combustion system enables it to achieve significant reductions in fuel consumption and CO₂ emissions: the downsized 2.0-litre unit cuts CO₂ emissions by up to 20 per cent* compared to traditional larger capacity petrol engines of the same power.

The compact all-aluminium four-cylinder engine is also substantially lighter than conventional engines with a similar output. For example, the 240PS 2.0-litre Si4 unit weighs around 40kg* less than Land Rover's 233PS 3.2-litre i6 engine.

Other key engine technologies include a Mahle sound generator for a rich, powerful engine note during strong acceleration, a unique fabricated sheet metal exhaust manifold (for quicker warm-up and lower emissions), optimised low-friction design with special treatments for the piston rings and tappets, and a state-of-the-art electronic management system.

Twin balancer shafts and an optimised all-alloy engine construction ensure superior refinement with smooth, sophisticated performance.

190PS/150PS 2.2-litre Turbodiesel

Diesel Range Rover Evoque models feature the latest 2.2-litre turbodiesel, available in 190PS (SD4), 150PS (TD4) and high-economy 150PS (eD4) derivatives, which delivers an excellent balance of strong, high-torque performance, impressive refinement and outstanding fuel economy.

The 2.2 turbodiesel range has been comprehensively updated to provide significantly more power, a very broad torque curve, further reduced noise levels and lower CO₂ emissions. Over 60 per cent* of components are either all-new or significantly modified.

The sophisticated power unit engine features high-pressure common-rail fuel injection with piezoelectric injectors, a variable nozzle turbine (VNT) turbocharger, a variable swirl system and an updated engine management system for optimum combustion efficiency.

Very low noise levels and impressive smoothness are achieved through technologies like a double-walled cylinder block and twin balancer shafts.

Innovations introduced in the latest version include new low-noise injectors, a water cooled turbo for improved performance, reduced piston friction for optimised efficiency, new EGR system for lower particulates, lighter engine components, faster glow plug operation, and enhanced NVH measures.

Cars with the M66 six-speed manual transmission feature a stop-start function to reduce fuel consumption and CO₂ emissions by a further eight per cent*.

For the ultimate in low carbon performance, Range Rover Evoque customers can specify a front-wheel-drive manual car with the high-economy eD4 variant of the engine, to deliver a class-leading sub 130g/km* CO₂ (coupé bodystyle).

Refined and harmonious sound quality

Range Rover engineers have applied meticulous attention to detail to ensure that the Evoque displays a refined and harmonious sound quality under all driving conditions.

Innovative technologies, including advanced computer simulations and painstaking optimisation using state-of-the-art analysis tools like sophisticated acoustic cameras, have been used to identify and remove all undesirable sounds.

The advanced turbocharged petrol and diesel power units are both inherently quiet and smooth, but further careful optimisation of the engine installations has made it possible to reduce powertrain sound levels to best-in-class levels. All sources of unwanted noise have been isolated or eliminated, resulting in a refined sound quality across the full operating range.

Wind noise has been minimised through analysis with computational fluid dynamics, and exhaustive wind tunnel tests. Key areas, such as the shape of the A-pillar and door mirrors, were optimised very early in the development process.

A special acoustic windscreen lamination, as used on the larger Range Rovers, further reduces wind noise and also helps to eliminate high-frequency combustion noise.

Road noise in the Range Rover Evoque has been comprehensively managed through the use of stiff, lightweight alloy suspension components, along with carefully optimised bushes. These features work in conjunction with extremely stiff suspension attachment points within the bodyshell and accurately applied sprayed insulation material, to further minimise NVH.

All other operating sounds within the car, from door closing sounds to the noises made by switches and motors, have been analysed and refined during the development process to create a harmonious and premium sound quality for all occupants.

David Mitchell said: "It was critical that the Range Rover Evoque met the same standards of refinement as the larger models in the line-up. When drivers experience the new model, they will recognise the characteristic Range Rover qualities of relaxed and effortless performance and the tranquil interior environment."

3. SUSTAINABLE PERFORMANCE

The all-new Range Rover Evoque sends a powerful message that the company is serious about sustainability, and determined to deliver products which are both relevant and highly desirable.

As a smaller, lighter and more efficient new Range Rover, the Evoque addresses the growing consumer need for more environmentally friendly vehicles.

While the Evoque offers the premium levels of luxury and performance customers expect from a new Range Rover, it also demonstrates the kind of efficiency and responsible design that make it one of the most sustainable cars in its class.

David Mitchell said: "The greener credentials of the Range Rover Evoque stem from a comprehensive approach to reducing its environmental impact, not just during customer use, but throughout the entire life-cycle of the car. This whole-life approach allows us consider the best ways of minimising the overall carbon footprint, taking account of development, manufacturing and end-of-life recycling, so that we can make the smartest, most sustainable decisions."

Smallest ever Range Rover

The first step in creating a more sustainable Range Rover was to make it smaller. Following the lead of the LRX concept, the Range Rover Evoque is the smallest Range Rover ever, packing the same level of luxury and technology but shrink-wrapped into a much more compact and efficient footprint.

Despite its imposing presence on the road, at 4,355mm long, the coupé is a massive 425mm shorter than the Range Rover Sport, and both models have a similar sized footprint to any typical medium saloon.

With its dramatic sloping roofline, the coupé model also sits over 180mm lower than the Range Rover Sport, while the slightly taller 5-Door measures 150mm lower.

A smaller vehicle is a more sustainable vehicle, and the compact size of the Range Rover Evoque has helped engineers minimise its weight, improve aerodynamic performance and reduce the quantity of materials required to produce it.

The more efficient architecture also creates the opportunity to benefit from lightweight, downsized high-efficiency four-cylinder turbocharged petrol and diesel engines, leading not only to superior performance, but also to minimised fuel consumption and CO₂ emissions.

It is worth noting that the compact footprint of the Range Rover Evoque has not been achieved at the expense of traditional Range Rover virtues. The car retains generous interior legroom and headroom, a very practical trunk, plus highly capable off-road geometry and ground clearance.

Advanced lightweight materials

Weight saving was a primary objective in the development of the Range Rover Evoque, and engineers have applied a range of advanced lightweight materials to make this the lightest Range Rover ever, with weights starting at just 1600kg*.

Reducing weight creates a virtuous circle, as lighter weight in one area of the car makes it possible to introduce lighter components in another, and so on. As the overall weight drops, performance improves and both fuel consumption and CO₂ emissions can be significantly reduced.

Weight-saving technologies can be found throughout the bodyshell and chassis of the Range Rover Evoque, including:

- Optimised steel body structure with over 18 per cent* of Boron/High Strength Steels in key load-bearing areas
- Plastic front fenders and tailgate assembly
- Aluminium hood and roof panels
- Magnesium cross car beam
- Aluminium front lower control arms and front/rear suspension knuckles

Smaller weight savings have been achieved by smart engineering decisions in all areas of the car, ranging from a thinner windscreen with acoustic lamination and lighter weight alloy wheels, to lightweight laser-welded seat structures and optimised sprayed insulation materials.

Petrol cars benefit from the introduction of the all-new lightweight, downsized 240PS 2.0-litre Si4 engine, which weighs around 40kg* less than Land Rover's i6 engine with a similar power output.

For the ultimate in weight saving, the front-wheel-drive Range Rover Evoque is 75kg* lighter than the four-wheel-drive version, and delivers superior fuel economy and CO₂ emissions for customers who do not require four-wheel-drive all-terrain capability.

Fuel-efficient powertrains

The state-of-the-art petrol and diesel engines featured in the Range Rover Evoque have been completely optimised using the latest powertrain technology to deliver outstanding fuel efficiency and minimised CO₂ emissions.

The all-new lightweight, downsized 2.0-litre Si4 petrol engine employs the latest generation of high pressure direct-injection technology, together with low-inertia turbocharging and twin independent variable valve timing, to create an exceptionally efficient combustion system.

Compared to conventional larger capacity engines with a similar power output, the new Si4 engine can reduce CO₂ emissions by up to 20 per cent*.

For diesel customers, the latest TD4 turbodiesel engine has been comprehensively updated to achieve reduced fuel consumption and CO₂ emissions, with 60 per cent* of components either all-new or significantly modified.

The new TD4 features high-pressure common-rail fuel injection with piezoelectric injectors, a variable nozzle turbocharger, a variable swirl system and an updated engine management system for optimum combustion efficiency.

The high economy 150PS eD4 version has a completely recalibrated fuel injection system with reduced fuel flow rates for enhanced fuel efficiency.

On diesel cars with a manual transmission, the Evoque becomes the first Range Rover to offer a stop-start function, which reduces fuel consumption and CO₂ emissions by a further eight per cent*.

Automatic models benefit from the latest generation AW F-21 six speed transmission, which has been extensively revised to improve its operational efficiency, including gear train optimisation, advanced idle control, and the adoption of low viscosity transmission fluid.

Eliminating inefficiencies

Range Rover engineers have rigorously eliminated parasitic losses from every area of the Evoque, to ensure that the car delivers the lowest possible fuel consumption.

While much of the effort has focused on the drivetrain, significant improvements have been achieved throughout the car. Key areas of attention included:

- Chassis – introduction of Electric Power Assisted Steering (EPAS), and adoption of low rolling resistance tyres
- Electrical – smart regenerative charging system to capture wasted energy during vehicle deceleration, and use of mist sensing heated windscreen
- Interior – use of clutchless air compressors in air conditioning system

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- Body design – reduced aerodynamic drag through smaller frontal area and detailed optimization
- Petrol and diesel engines – reduction of engine internal friction through low friction coatings
- Automatic transmission – gear train optimisation, advanced idle control, adoption of low viscosity transmission fluid
- Manual transmission – adoption of low viscosity transmission fluid
- Driveline – introduction of front-wheel-drive in high-economy eD4 version

Introducing front-wheel-drive

The Evoque breaks new ground by being the first Range Rover to offer the option of front-wheel-drive for customers who do not require the brand's legendary all-terrain capability, but who wish to minimise their carbon footprint through further reduced fuel consumption and CO₂ emissions.

The availability of front-wheel-drive reinforces the green credentials of the Range Rover Evoque, and highlights the enhanced efficiency and responsible design that make it one of the most sustainable cars in its class.

Contributing an additional weight reduction of 75kg* and improving the overall driveline efficiency, the front-wheel-drive version enables the Range Rover Evoque coupé to achieve class-leading CO₂ emissions of sub 130g/km*.

The front-wheel-drive sub 130g/km* model features the high-economy eD4 150PS diesel engine, and provides diesel customers with a convincing alternative to hybrid competitors.

Maximising the use of sustainable materials

As part of the comprehensive effort to minimise the car's ecological impact, the Range Rover Evoque has been designed to maximise the use of more sustainable materials.

Recycled materials have been used wherever possible. Each car uses 16kg* of recycled plastic material, diverting over 1,100* tonnes of plastic from landfill during the car's lifetime.

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Parts with recycled content include: headliner, seat covers, centre console, wheel arch liners, air cleaner, cooling fan and shroud, air ducting, side under trays, parcel shelf, engine cover and subwoofer box.

High quality natural and renewable materials, such as leather, cotton, cardboard and rubber, are used extensively, amounting to 21kg* of material in every vehicle. Key examples include the generous quantities of leather used on the seats, instrument panel and door casings, and natural materials used in the carpets and body insulation.

Some notable innovations in the use of recycled material include:

- High quality Morzine trim fabric used on the headlining and pillars is entirely produced from recycled polyester sourced from recycled bottles and fibres. Using recycled material for this fabric results in a 66 per cent* lower energy demand and 54 per cent* lower carbon footprint during production.
- Pure series models feature the sophisticated Dinamica® trim material which uses 100% recycled polyester in its construction. The recycled material is primarily sourced from post-consumer waste, so that each car uses the equivalent of 35 full-size plastic bottles. Compared with virgin polyester, producing the recycled polyester fibre requires 64 per cent* less energy and has a 60 per cent* lower carbon footprint.
- Authentic metal interior finishers used on all models on the centre console and the fascia strip are produced from 95%* recycled aluminium, significantly reducing the energy requirement in production.

4. RANGE ROVER TECHNOLOGIES

The all-new Range Rover Evoque has been designed and engineered to provide customers with the same comprehensive range of premium technologies they expect from a true Range Rover, just shrink-wrapped into a more compact package.

To maximise control, comfort and enjoyment on board for the driver and passengers, the Range Rover Evoque is packed with a host of desirable and intuitive technologies which are normally associated with much larger, more expensive models.

The unrivalled array of premium Range Rover equipment comprises the latest technologies for controls, connectivity, comfort and convenience, including some highly distinctive and original signature features plus stunning new high-end Meridian audio systems.

David Mitchell said: “The Evoque provides the complete Range Rover experience, but packaged into a smaller, more attainable car. Many of the new customers will be more youthful, tech-savvy buyers, whose expectations will be exceeded with the rich array of premium features that will make ownership a real pleasure.”

Smart, intuitive controls

From the driving wheel, the Range Rover Evoque is distinguished by a carefully conceived system of controls and displays which combines a stylish, uncluttered layout, state-of-the-art functionality and class-leading ease-of-use.

At the heart of the control system is Range Rover’s much acclaimed 8-inch high-definition touch-screen display with its crisp, elegant graphics and simple, highly intuitive menu structure.

The large 8-inch touch-screen provides the primary control and display system for a wide range of features including audio, video, navigation and phone. The screen graphics have been precisely honed, giving the impression of three-dimensional buttons, beautifully lit with subtle chrome detailing.

With fewer rows of information, the latest generation of the display has been designed for improved usability with bigger buttons and greater separation. Simple hard keys on either side of the display provide convenient short-cuts to the most commonly used screens, such as Home, Audio/Video, Nav and Phone.

The 8-inch display can also be specified with the innovative Dual View technology. This enables the driver and front passenger to view completely independent content, so that, for example, the passenger can watch a DVD while the driver follows route navigation instructions.

Complementing the touch-screen, a full colour 5-inch display between the two instrument dials presents the primary vehicle-related information, such as temperature and fuel levels, gear position, Terrain Response™ mode, and cruise control/hill descent information.

Other highly intuitive controls include the simplified HVAC dials, twin five-way toggle switches on the steering wheel, and a highly sophisticated voice control system which provides 'Say What You See' prompts in the cluster display to help the driver input the required commands.

Seamless connectivity

Tech-savvy customers will appreciate the capabilities of a comprehensive state-of-the-art connectivity package, which enables them to enjoy the benefits of a wide variety of portable devices and mobile phones while travelling in the car.

Hands-free mobile phone use is enabled by Bluetooth connectivity, which allows a compatible handset to communicate with the car's in-built phone system. The phone can be controlled via the 8-inch touch-screen or the steering wheel controls, and the system automatically downloads the latest phonebook contacts, so that making a call is simple and safe.

The Range Rover Evoque also supports Bluetooth audio streaming, so that customers can enjoy music stored on their phone, or other portable Bluetooth device, via the car's audio system.

Essential connectivity for iPods and other portable MP3 players or memory sticks is provided by a comprehensive range of inputs including a direct iPod connection, USB sockets and an auxiliary input. The primary iPod functions can be easily controlled through the 8-inch touch-screen display.

Distinctively Evoque

To complement the groundbreaking style of the exterior, Range Rover designers and engineers have made sure the Evoque has a host of other distinctive technologies which bring an added dash of cool to the ownership experience.

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The Range Rover Evoque is available with xenon headlamps where first to catch the eye is the powerful signature graphic in the front running lights, created by innovative LED light-blade technology. A similar graphic is repeated in the stunning LED rear lights, with their jewel-like three dimensional petal design.

Approach the car at night, and you will also see a bold Range Rover graphic alongside the front doors, illuminated by the 'puddle lights' which shine from the mirrors.

More special touches greet you when you enter the car. The interior displays and ambient lighting come to life with a precisely-choreographed animated start-up sequence, featuring a series of sophisticated graphics. On automatic cars, the stylish solid aluminium rotary shifter completes the 'greeting' as it rises silently into the driver's hand.

LED ambient lighting provides subtle and precise illumination within the cabin, with a range of colours which can be chosen by the driver to suit their mood. Select Dynamic mode, however, and a sporting red colour scheme fills the interior as well as in the instrument dials and cluster display.

To complete the range of sensations, the first panoramic roof ever fitted to a Range Rover can be specified, providing an all-round vista which helps to make every journey a special occasion.

The huge, unobstructed glass panel has a stylish dark tint, with a special surface treatment to offer a high degree of solar protection. When additional shade or privacy is required, an electric fabric sun blind with a solar reflective coating can be extended across the full surface of the roof.

Ultimate listening and viewing pleasure

For the audiophile, the Evoque is the first Range Rover to offer breathtaking new sound systems developed in partnership with the specialists Meridian, a world leader in audio technologies and digital sound processing.

This level of Meridian audio technology is exclusive to the next generation of Range Rovers, and promises sound quality which equals the company's high-end home systems.

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The Range Rover Evoque is available with two high end Meridian sound systems. A powerful 380W 11-speaker arrangement is offered as standard, while a top of the range 825W 17-speaker system with full surround sound comes as an option. Both offer super sharp, crystal clear sound quality and their peak power outputs are based on the 0.2 percent Total Harmonic Distortion with Noise (THD+N) rating.

State-of-the-art amplifiers incorporate Meridian's latest digital processing technology to ensure perfect sound quality, while both systems feature branded Meridian high-efficiency speakers with lightweight magnets for exceptional clarity and dynamics.

Range Rover and Meridian audio specialists have also applied the sophisticated Meridian Trifield surround staging technology, along with Dolby Pro Logic IIx and DTS Neo:6; finally Audyssey MultEQ XT audio tuning system, which digitally corrects any imperfections created by the cabin environment to deliver accurate, enveloping, and distortion-free sound for all seating positions.

To complete the entertainment options, the Range Rover Evoque is also available with Digital and Satellite TV, DVD playback capability, a hard drive virtual 10 CD multiplayer, and DAB/FM/AM/Sirius tuners with a high performance twin antennae system.

For rear seat passengers, there is a comprehensive entertainment package which features full 8-inch video screens in the front headrests, a dedicated touch-screen remote control, and state-of-the-art digital infrared wireless headphones which provide stunning DVD-level sound quality.

Eliminating stress at the wheel

The Range Rover Evoque is equipped with the latest generation of smart driver assistance technologies to help make life behind the wheel as safe and stress-free as possible in today's congested driving conditions.

The key technologies include:

- *Park Assist* – Applied for the first time in a Range Rover, this automated technology helps drivers parallel park their car in tight urban parking spots. The Range Rover Evoque has a latest generation system which can park in a very short space (just 1.2 times the length of the car); when required, the system allows the driver to shuffle backwards and forwards to achieve an optimum parking position.

Once the system has identified a park space using its ultrasonic sensors, the system automatically steers the car into place while the driver operates the accelerator, brake and clutch. Informative graphics and messages are displayed in the cluster screen, to guide the driver through each stage of the manoeuvre.

- *Blind Spot Monitoring* – The system alerts the driver when a vehicle enters its hidden blind-spot zones on either side of the vehicle. Two sophisticated radar sensors mounted in the rear bumper monitor both sides of the car, and the system illuminates a warning light in the corresponding wing mirror when a vehicle enters a blind spot zone. The system is optimised to work at the lower speeds commonly encountered in urban conditions or on congested motorways.
- *Surround Camera System* – One of Range Rover's signature features, the system uses five digital cameras, discreetly placed around the car, providing a 360 degree, real-time view of the surrounding area on the touch-screen display. The driver can display the camera images independently or in combination, depending on the requirements in the current driving conditions. The rear camera can be used to assist with hitching and unhitching trailers. The tailgate camera is also designed to operate independently as part of the reversing camera system, which presents the camera image on the touch-screen display, with special graphics overlaid to show the current vehicle trajectory and the distance from any fixed objects.
- *Adaptive headlamps with Automatic High Beam Assist* – The Range Rover Evoque is available with xenon headlamps with an adaptive feature which follows the curves in the road, and provides additional illumination in tight bends. An auto-dipping function detects ambient light levels and the presence of oncoming traffic, and switches automatically between high and dipped beam.

Added comfort and convenience

Those small extra touches can make a real difference to comfort and wellbeing during day-to-day driving, and the Range Rover Evoque offers a generous selection of thoughtful and relevant features which help to make ownership a true pleasure.

The comfort and convenience technologies include:

- *Timed climate control* – The Range Rover Evoque is available with full dual-zone automatic climate control, which includes a Park Heater facility that allows the car to be pre-heated or cooled as required. The timer can be set using a recurring 7-day calendar, or as a single event up to 16 days in advance.
- *Heated front screen, seats and wheel* – For those cold winter mornings, the Range Rover Evoque offers the convenience and safety of a heated front screen, plus the comfort of individually adjustable heated front seats and a heated steering wheel rim.
- *Keyless entry system and powered tailgate* – The Range Rover Smart Key system enables keyless entry and start. The powered tailgate provides added practicality when laden with bags of shopping, and can be opened remotely using the key fob.
- *Hard drive navigation system* – The latest generation of hard drive based satellite navigation system is available in the Range Rover Evoque, and feature advanced functionality including turn-by-turn directions in the cluster display.

5. RANGE ROVER ENGINEERING

The all-new Range Rover Evoque has been engineered, developed and tested to the same exacting standards as the larger models in the Range Rover line-up.

Over 40 years of expertise in body and chassis systems, four-wheel-drive drivelines and all-terrain technologies have been applied to the Range Rover Evoque, to ensure that it delivers the refined performance and all-weather, all-surface capability which are hallmarks of the brand.

David Mitchell stated: “While the Range Rover Evoque is geared towards delivering sporting and fun-to-drive handling on the road, it will still be at home on a variety of terrains.

Exclusive technologies like the patented Terrain Response™ and Hill Descent systems provide the Range Rover Evoque with a unique competitive advantage when the going gets tough.”

All-new structure and suspension system

The Range Rover Evoque features an all-new structure and suspension system which have been developed to deliver outstanding dynamics both on- and off-road, while preserving the stunning sporting profile of the original LRX concept car.

The exceptionally strong, lightweight steel monocoque body structure has been developed to deliver outstanding stiffness and refinement together with excellent crash performance. The structure was optimised using the latest state-of-the-art computer multi-dimensional simulation tools, and uses 18 per cent* of special high-strength and Boron ultra-high-strength steels in strategic load-bearing areas.

Mounted to this incredibly stable structure, the Range Rover Evoque’s fully independent suspension system features coil sprung struts front and rear together with isolated front and rear subframes.

The supple, long-travel suspension design, large-diameter gas damper struts, and extremely stiff isolated subframes all contribute to the Range Rover Evoque’s well-controlled and absorbent ride, and its confidence in challenging off-road conditions.

Strong and stable safety cell

The optimised steel structure of the Range Rover Evoque protects occupants using an incredibly strong and stable safety cell, which is complemented by a comprehensive system of airbags and restraints.

The ultra-high-strength Boron steel has been used in key parts of the crash safety cell to resist deformation and intrusion during impacts, including the A- and B-pillars and the sills.

The occupant safety package includes a carefully optimised restraint system including driver and passenger airbags, knee airbags, and side curtain and thorax airbags.

Pedestrian safety was given a very high priority, with the design for the front-end, bumpers, bonnet and cowl area undergoing intensive optimisation to ensure that the structure minimised potential injuries.

Powerful and sophisticated braking system

The Range Rover Evoque features a powerful all-disc braking system for confident stopping in all conditions. Generous disc diameters provide a huge thermal capacity, providing formidable, fade-free stopping performance which equals that of premium sports saloons.

Like larger Range Rovers, the Evoque is equipped with a convenient and effective electronic park brake, activated via a switch in the centre console, which disengages automatically when the car moves off.

The braking system is complemented by the latest generation of electronic active safety systems, including:

- Anti-lock braking system (ABS)
- Electronic brake force distribution (EBD)
- Emergency brake lights (EBL)
- Emergency brake assist (EBA)
- Corner Brake Control (CBC)

The Corner Brake Control function has been carefully calibrated to prevent rear end instability when braking in corners. The system optimises the side-to-side braking balance for all four wheels, to help ensure that the car follows the driver's intended path.

State-of-the-art traction and stability systems

Active safety performance is further enhanced by a comprehensive range of state-of-the-art traction and stability systems, configured using Range Rover's expertise in all-terrain performance to maximise stability and safety in the widest range of driving conditions.

At the heart of the systems is a sophisticated electronic control unit which monitors the car at all times, and can individually adjust the braking forces and engine torque applied to each wheel to optimise the handling and help the driver retain control in extreme manoeuvres.

The control unit takes into account a wide variety of inputs including individual wheel speeds, cornering yaw rates, longitudinal and lateral acceleration, vehicle speed, gear and clutch engagement, brake pressure, accelerator position and the settings of the hill descent and Terrain Response™ systems.

To complement the car's responsive on-road handling, the Range Rover Evoque features refinements to the Dynamic Stability Control and Roll Stability Control systems which further enhance cornering behaviour and stability.

The car also includes a new Hill Start Assist function, which holds the brakes for a few seconds to help the driver pull away smoothly and safely on steep inclines, and Trailer Stability Assist for improved towing safety.

The full suite of traction and stability systems includes:

- Dynamic Stability Control (DSC)
- Roll Stability Control (RSC)
- Traction Control System (TCS)
- Trailer Stability Assist (TSA)
- Hill Start Assist
- Hill Descent Control (HDC) and Gradient Release Control (GRC)
- Engine Drag torque Control (EDC)

Unique all-terrain technologies

Like all Range Rovers, the Evoque makes use of a unique suite of technologies to maximise performance and safety in challenging on- and off-road conditions.

The primary technology is Terrain Response™, which adapts the responses of the car's engine, gearbox, centre coupling and braking/stability systems to match the demands of the terrain, optimising driveability and comfort as well as maximising traction.

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The Range Rover Evoque has four Terrain Response™ settings, selected via a control on the centre console: General Driving (on-road and easy off-road); Grass/Gravel/Snow (slippery conditions, on- and off-road); Mud and Ruts; and Sand. An additional Dynamic setting is available for cars specified with Adaptive Dynamics.

To optimise safety and control on steep gradients, the Range Rover Evoque also offers Hill Descent Control (HDC) and Gradient Release Control (GRC). HDC automatically restricts speed downhill using the anti-lock brakes, and has been enhanced for improved performance, with a revised interface to help the driver adjust the target speed more easily. GRC is linked to HDC, and progressively releases the brakes on very steep or more gradual slopes, for maximum control.

Tested to the limit

With its compact size and concept-car looks the Evoque is clearly a new kind of Range Rover, but it has been subjected to exactly the same punishing test and development regime as the larger Range Rover models.

A whole fleet of development vehicles are being subjected to twelve months of gruelling tests, covering millions of miles between them to ensure that the Evoque achieves the same standards of ruggedness and all-terrain versatility as every Range Rover before them.

An extensive team of engineers dedicated to prototype development and testing, are travelling to over 20 countries worldwide to test in extremes of climates over a variety of road surfaces and altitudes. From the frozen extremities of Europe and Canada, to the searing heat and dust of the deserts in the Middle East and America, to the Autobahns in Europe and city traffic in Tokyo, the Range Rover Evoque is being validated against every element the earth can throw at it.

In total, over 16,700 tests will be completed across all components and systems. Some of the most punishing test regimes include:

- 8,000km (5,000 miles) driven flat-out non-stop at the Nürburgring in the hands of a racing driver, testing chassis and braking components to the limit, along with the powertrain and cooling systems

- Intensive month-long 'king of the sand' durability cycle in the Middle East, tackling punishing dirt roads, off-road sand driving and tough inclines in intense desert heat
- Infamous off-road test cycle encompassing thousands of kilometers through the unique deep mud and clay of the Land Rover test centre at Eastnor Castle proving grounds, the MIRA and Gaydon durability circuits, and the deep water and ruts of the military proving grounds designed to challenge tanks and personnel carriers.

6. LAUNCHING THE EVOQUE

As the all-new Range Rover Evoque gears up for mass production in summer 2011, innovative launch campaigns are under way to alert potential buyers, and to increase global awareness of the new model.

Much of the initial buzz has built up around Range Rover's 'Pulse of the City' campaign which links a worldwide audience via a series of interactive events.

John Edwards, Land Rover's global brand director explained: "With its compact size and green performance, the Range Rover Evoque is totally at home in the city. Our Pulse of the City project is a great way of involving city dwellers in the launch of the car, while also celebrating everything that's good about city life."

Pulse of the City

The Pulse of the City campaign involves participants worldwide collaborating together through social media and interactive on-line activities to celebrate the life of major cities around the globe.

Using a free Pulse of the City app – available for iPhones and android devices – participants will be able to create a unique and stunning data visualisation of their journeys across key global cities.

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The campaign features contributions from over 40 'City Shapers', leading influencers from fashion, design, music and film such as Daisy Lowe, Henry Holland, Solange Knowles, George Lamb, Jessica Schwarz, Josh Rubin and Dylan Jones. Land Rover is working alongside these influencers to increase awareness of the all-new Range Rover Evoque amongst a connected audience.

During the launch period, the 'City Shapers' will use the app to track journeys around their own cities. The routes will be posted on *helloevoque.com*, along with comments about the journey, their favourite places and local hot spots, to create a living interactive guide to their urban environment.

Other participants are invited to add to the conversation by recording and posting their own journeys.

Evolving city portraits

As the Pulse of the City grows, Range Rover will be asking its City Shapers and users of the app more about their connection to their city. Questions like 'What inspires you about your city?' and 'What are people talking about in your city today?' will be put to the participants, with the responses gathered to build an evolving portrait of each urban landscape.

The Grammy Award winning Los Angeles rock band OK Go were among the first City Shapers to record a journey, setting off on an 8-mile musical parade in the streets of LA which spelt out the words OK Go.

Photos and videos from the parade, along with GPS drawings and other images and footage submitted by other 'City Shapers' from around the world and users of the 'Pulse of the City' app, will soon be compiled into a special film by OK Go as a unique record of the event.

In a later stage of the project, each City Shaper will also be personalising a Range Rover Evoque to suit their own personal tastes, and then using the car as part of their local city lifestyle.

Wireframe sculptures

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As another element of the launch campaign, spectacular wireframe sculptures of the Range Rover Evoque have been used to introduce the car to consumers in prestigious city locations around the world.

The first 10 sculptures were displayed at key landmarks in the French capital to create intrigue and arouse curiosity around the car's global unveiling at the Paris Motor Show.

Four of these were transformed into unique street art installations by the well-known Parisian artists André (AKA Monsieur A), JCDC, Surface To Air and Yorgo Touplas. The installations were unveiled at the start of Paris Fashion Week, and focused on themes of luxury, design, sustainability and technology, to represent key aspects of the car.

Following the Paris show, the 10 wireframe sculptures were distributed to major cities around the world. They have since been joined by a further 30 examples, and the 40 wireframe Range Rover Evoques have been attracting enormous attention as they tour from location to location.

The sculptures have been creating a buzz in places as diverse as Sydney Opera House, Milan Fashion Week, Santa Monica Beach in California, Edinburgh Castle, Solyanka State Gallery in Moscow, and Sao Paulo Fashion Week in Brazil.

The travels of the wireframe Evoques has been documented by Range Rover on local social media sites and blogs accompanied by stunning imagery of the sculptures.

***Data based on manufacturer's estimate.**

Ends.

For further information log onto www.media.landrover.com (registration required) or contact:

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