

DESIGN

RANGE ROVER VELAR: DESIRABLE BY DESIGN

- **Modern Luxury:** Dramatic, clean, reductive presence now even more sophisticated with powerful new Pixel LED headlights⁵, grille design and lower rear bumper
- **Stealth-like details:** New tail lights feature super-red LEDs for a precision-engineered signature graphic, with sweeping animation start-up and shut down sequences
- **Refined evolution:** Latest generation Pivi Pro⁴ infotainment features a larger floating curved glass touchscreen, seamlessly integrated into the bold, elegant new interior, for fewer reflections and easier control
- **Curated Opulence:** New Autobiography model amplifies Range Rover DNA with a curated specification, including Satin Burnished Copper detailing
- **Materiality:** Kvadrat™ wool blends and leather-free alternatives deliver cultured sophistication, combining a modern aesthetic with enhanced tactility

New Range Rover Velar is desirable by design, with a dramatic, clean, reductive presence even further enhanced by exquisite exterior detailing and curated interior features.

Its visually reductive design is a pure expression of modern Range Rover DNA, with a new grille mesh, super-slim Pixel LED headlights⁵ and dark detailing. This philosophy also brings modernist simplicity to the cabin, epitomised by the elegant new floating 11.4-inch curved glass Pivi Pro⁴ interface.

Prof Gerry McGovern OBE, Chief Creative Officer, Jaguar Land Rover, said: *"New Range Rover Velar is a flawless example of our modernist design philosophy – clean, reductive and compellingly desirable. Defined by perfectly optimised proportions, Range Rover Velar embodies effortless sophistication with a bold elegance and dramatic presence that is truly unique."*

Clients can choose from Velar S, Dynamic SE, Dynamic HSE and, for the first time on Velar, Autobiography models. Dynamic vehicles provide added visual presence with new Satin Burnished Copper details, while the new Autobiography amplifies its Range Rover DNA with exclusive Satin Burnished Copper bonnet and tailgate lettering, and 22-inch alloy wheels in Gloss Dark Grey with a contrasting diamond-turned finish.

Inside, the Autobiography features tactile Windsor Leather with a suedecloth headlining, Shadow Grey Ash veneers, heated and cooled massage front seats and the advanced Meridian™ 3D Surround Sound System.

Two new exterior colour options are introduced: Metallic Varesine Blue and Premium Metallic Zadar Grey are available alongside solid Fuji White, Metallic Santorini Black, Hakuba Silver, Ostuni Pearl White and Arroios Grey, while Carpathian Grey and Charente Grey complete the choice of Premium Metallic shades.

Intriguing design

Its floating roof and flush deployable door handles provide clear references to its lineage, while its 2,874mm wheelbase contributes to the exceptionally spacious cabin and luggage compartment – which offers up to an impressive 748-litres of space¹. The continuous waistline and tapering glasshouse balance formal elegance with a poised, dynamic attitude.

The Range Rover Velar pioneered Range Rover's reductive design philosophy and its new grille – and the introduction of new Pixel LED Headlights⁵ with jewel-like Signature Daytime Running Lights – ensure a unified look across the entire family. The most powerful headlights are standard on Dynamic HSE and Autobiography models and optimise illumination with Adaptive Driving Beam and Dynamic Bend Lighting⁵.

The fast windscreen angle flows into the characteristic floating roof, which can be specified in either body colour or Narvik Black. Fixed and sliding panoramic roof options highlight the Range Rover Velar's exceptional interior space by allowing natural light to flood in.

At the rear, the powerful rear overhang provides balance and highlights its imposing length. A pronounced kick adds to its muscular stance while the new lower rear bumper enhances its proportions, featuring hidden tailpipes for a clean and elegant appearance.

New LED tail lights echo the sophistication of the headlights with an eye-catching 3D appearance and super-red illumination. They are complemented by a full-length high-level stop-lamp. Hidden-until-lit and with a clear lens, it uses light-guide technology with integrated micro-optics to create a smooth, homogeneous light.

The relentless focus on clean, pure lines is exemplified by flush deployable door handles, which have become an intrinsic element of Range Rover DNA. The handles, which feature subtle LED illumination, quickly deploy when the doors are unlocked using either the key fob, or by pressing a discreet button set into the handle. They retract smoothly when the car is locked and at speeds above 8km/h (5mph), reducing drag and providing uninterrupted bodysides.

Elegant interior

The refinement continues inside, with effortless elegance and modern simplicity that epitomises Range Rover Velar's character. Cossetting and focused, it uses exquisite craftsmanship and fine materials across the elegant new instrument panel and redesigned centre console.

The architectural instrument panel is punctuated by the latest evolution of Range Rover's Pivi Pro⁴ infotainment, which forms the centrepiece of the interior. Its single 11.4-inch floating curved glass interface is positioned within easy reach, higher on the centre of the fascia to minimise the time drivers need to look away from the road².

Pivi Pro's curved touchscreen works in harmony with the rest of the cabin for a cleaner appearance by integrating new hidden small-item stowage – including a dedicated Wireless Device Charging space that ensures smartphones are kept out of sight. The sense of effortless integration is enhanced by a feature-rich Head-up Display and 12.3-inch Interactive Driver Display, which combines to reduce distraction and deliver important information to the driver.

All vehicle features are controlled using the touchscreen interface, with a new menu structure and intuitive vertical sidebars on the screen ensuring that frequently adjusted settings are always accessible. Enhancing the experience is a Pre-Drive panel that acts like a personal concierge, allowing drivers to configure and quickly access settings for a selection of key features at the start of every journey, while intuitive Amazon Alexa³ voice control enhances the sense of effortless control.²

New seat designs ensure a luxurious and crafted cabin, offering up to 20-way adjustment with heating, cooling and massage functions. This harmonises with the slingshot graphic of the doors and the fast-angled facia, which draws the eye to the road ahead. The Fixed or Sliding Panoramic Roof options brighten and expand the feeling of space inside.

Meticulously weight-optimised and designed to liberate additional interior space, the seats have been carefully sculpted for ease of entry, while power-recline and heating for the rear seats ensure all occupants experience Range Rover comfort. Four-zone climate control offers personalised temperature zones, while the availability of the latest Cabin Air Purification Plus technology promotes wellbeing for the ultimate travelling experience.

Authentic materials

The finest materials underline the Range Rover Velar's luxury status and contribute to the calm sanctuary provided by the interior, with a visually refined design allowing for the most relaxing and enveloping interior experience.

Amy Frascella, Materiality Director, Jaguar Land Rover, said: *"Range Rover Velar is the pioneer of our reductive design philosophy as well as our leader in our Materiality strategy. Our updated model refines the interior experience for our clients. Integrated architecture and exquisite detailing, from the new curved glass touchscreen to new material developments and the elevation of existing collaborations – including Kvadrat wool blend textiles, Ultrafabrics PU, Moonlight Chrome jewellery and our Herringbone perforation detailing – all showcase our Range Rover DNA. New colourways and ambient lighting choices offer our clients a truly personalised interior space."*

The Range Rover Velar continues to offer a leather-free cabin option, having pioneered this at launch in 2018, with new seat designs and materials. The leather-free option combines wool from Danish textile experts Kvadrat™ with Ultrafabrics™ polyurethane textile inserts, featuring a new Diamond Herringbone perforation pattern. Inspired by bespoke tailoring, Kvadrat™ wool blends are 58 per cent lighter than leather and provide a modern appearance and enhanced tactility for a contemporary take on traditional Range Rover luxury.

The innovative textile is subjected to rigorous in-house durability testing in the Range Rover materials lab to ensure it delivers customary tactility throughout the lifetime of the vehicle, going through 60,000 cycles of abrasion testing – equivalent of 10 years of use – together with UV testing capable of simulating three years' exposure to harsh sunlight, in only one month.

The polyurethane textile is also produced more responsibly, with 99 per cent of solvents recaptured and recycled in the production process, while wastewater is also captured and reused.

This ethos is reflected elsewhere in the cabin. Carpets made using Econyl nylon, which utilises recycled content from discarded fishing nets as well as consumer and industrial waste, delivers 90 per cent lower emissions during production compared to materials produced solely from oil.

Our Kvatrat™ seating option is finished in Ebony and available on Velar Dynamic HSE and Autobiography and features a distinctive Diamond Herringbone perforation pattern, also found on Windsor leather. The Kvatrat™ material has unique cooling and heating properties and extends to the arm rests and doors, amplifying the luxuriously tactile experience. Micro-piping on the leather-free seating options showcases the meticulous attention to detail while the perforation pattern is complemented by a new speaker mesh, providing an elegantly unified appearance.

Four new colours refresh the interior themes available: Cloud, Caraway, Raven Blue and Deep Garnet, in addition to Ebony, with four duo-tone colourways available. Taurus leather in Raven is reserved for S and Dynamic SE models, while Deep Garnet and Caraway are exclusively available on Dynamic HSE and Autobiography models with Windsor leather. Ebony and Cloud choices are available across the line-up.

The extensive colourways for the luxurious seating are complemented by a curated choice of trim finishers. Velar's interior is enhanced by new Moonlight Chrome detailing to the steering wheel, centre console surrounds and air vent detail, amplified by luxurious finishers – including technical Light Anodised or Dark Anodised Aluminium, or tactile Shadow Grey Ash wood veneer⁶.

Ambient LED lighting casts a soft glow over the interior, subtly highlighting the strong architectural lines and authentic materials for a calming atmosphere. Configurable Cabin Lighting is offered as an option with a choice of 30 different colours, with pre-set themes and a warm, welcoming white light on entry and exit.

ENDS

¹Wet volume measured up to the headliner. Boot configuration and total loadspace will vary by vehicle specification (model and powertrain) and market.

²In car features should be used by drivers only when safe to do so. Drivers must ensure they are in full control of the vehicle at all times.

³Amazon Alexa applicable in specific Markets only. Amazon, Alexa, Amazon Music, Audible and all related marks are trademarks of Amazon.com, Inc. or its affiliates.

⁴Pivi Pro features, options and their availability remain market dependent - check with your Retailer for local market availability and full terms. Certain features require an appropriate sim with a suitable data contract which will require further subscription after the initial term advised by your Retailer. Mobile connectivity cannot be guaranteed in all locations.

⁵Standard on Dynamic HSE and Autobiography. Not available in North America and Canada.

⁶Dependent on model and market availability

Notes to Editors

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.

Important notice

Jaguar Land Rover is constantly seeking ways to improve the specification, design and production of its vehicles, parts and accessories and alterations take place continually. Whilst every effort is made to produce up-to-date literature, this document should not be regarded as an infallible guide to current specifications or availability, nor does it constitute an offer for the sale of any particular vehicle, part or accessory. All figures are manufacturer's estimates.