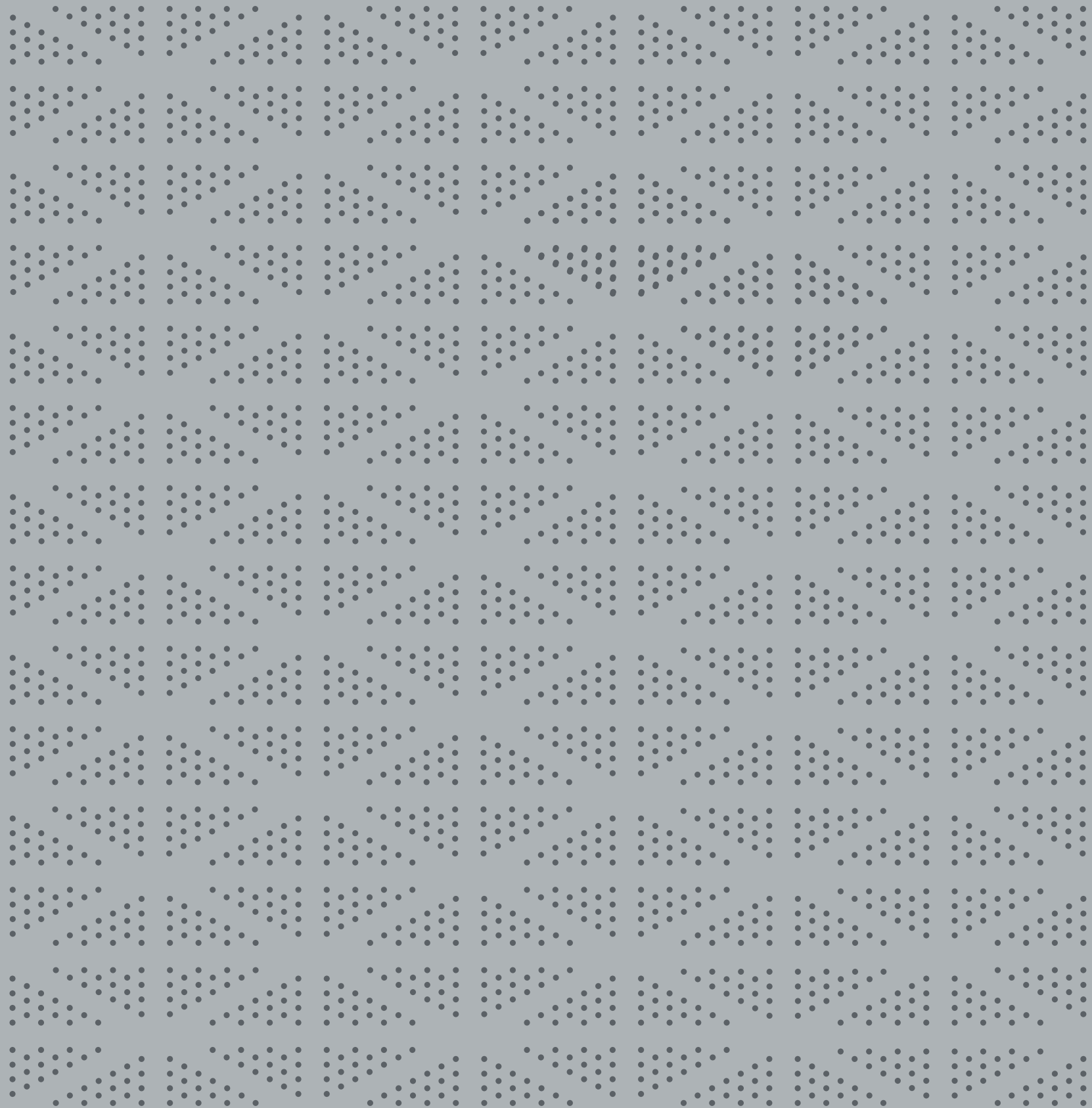




RANGE ROVER  
**VELAR**



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“A relentless focus on creating design that resonates on an emotional level has been pivotal in producing a vehicle that is the first of its kind. The new Range Rover Velar changes everything”

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GERRY MCGOVERN,  
CHIEF DESIGN OFFICER, LAND ROVER



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# REDUCTIONISM: THE WORLD SIMPLIFIED

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Over the last decade, the transformation of the Land Rover brand has been truly remarkable. This unprecedented change has been characterised by the introduction of an exciting new range of SUVs, each one showcasing a unique combination of design excellence and engineering integrity.

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Make no mistake, this transformation will continue and the next chapter in this incredible story starts here with the Range Rover Velar. Derived from the Latin word *velaris* meaning 'to cover' or 'veil', Velar is a direct reference to the code name used on the original, pre-production Range Rovers of the late 1960s.

Designed to fill the white space between the Range Rover Evoque and Range Rover Sport, Velar brings unprecedented glamour, modernity and elegance to the Range Rover family. A vehicle that has emotionally charged DNA and unquestionable pedigree, it's the first of its kind.

Velar's design is beautifully balanced. From its powerful proportions and continuous waistline, through to the taut, tapered lines of the rear, the clean, reductive, sculptured form has resulted in the most aerodynamic Range Rover thus far. Innovative features on the exterior include super-slim, Matrix-Laser LED headlamps, flush deployable door handles and burnished copper-coloured detailing. Look inside Velar and you will see an unwavering belief in reductionism with simplified technology to help create a calm sanctuary.

This exclusive storybook will give you a unique insight into the design and engineering philosophies that have shaped the Range Rover Velar.



GERRY MCGOVERN,  
CHIEF DESIGN OFFICER, LAND ROVER





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# CONTENTS

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—  
THE  
FOURTH  
RANGE ROVER  
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The mark of exceptional design is its ceaseless legacy to inspire and shape new products, rendering them familiar yet simultaneously transformational.

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Velar, the fourth member of the Range Rover family, is an instantly recognisable descendant of the original luxury SUV – a globally lauded, landmark industrial design. Yet Velar's form, stance and proportions leave an overwhelming impression of the unfamiliar, of the new. The start of another revolution.

Velar is a distinct and further iteration of the original Range Rover character, conceived to play a powerful new role in the evolving Range Rover narrative, sitting between the Range Rover Evoque and the Range Rover Sport. Its stop-you-in-your-tracks looks are born from a process driven by 'reductionism', a discipline faithful to the original Range Rover but enabled by the very latest thinking in design, precision engineering and technology.

In the words of Gerry McGovern, Chief Design Officer, Land Rover: "Velar brings unprecedented glamour, modernity and elegance to the Range Rover family. It's a vehicle that has emotionally charged DNA and unquestionable pedigree. A new type of Range Rover for a new type of customer."

Velar is an SUV that exudes a sense of precision, craft and quality. With fast and flush glass, delicate and beautifully slim illumination and features – inside and out – rendered invisible until required, Velar belongs in the precision-led design world of 21st century technology.



Yet its unmistakable fidelity to the idea that gave birth to the original Range Rover – the idea that what use is groundbreaking technology and engineering if it does not expand and enhance its customer’s engagement with the world – loans it an indisputable sense of purpose.

Velar takes its name from the prototypes of the first Range Rover, the first vehicle to take luxury and technology into unexplored territory – literally. Velar, with its dramatically different approach to luxury and technology builds on that idea, expanding – once again – our understanding of the notion of a luxury SUV.

“Velar is now the compelling, stand-out design in the class, showcasing perfectly optimised volume, powerful, taut surfaces and a stunning silhouette,” says McGovern.

—

“The light, stiff, aluminium-intensive body, together with pioneering suspension technologies, provide the perfect basis for refined progress on all terrains”

—

NICK ROGERS  
DIRECTOR, GROUP ENGINEERING, JAGUAR LAND ROVER





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**BARE  
ESSENTIALS**

Every inch of Velar has been stripped back to be as clean, simple and elegant as possible – and nowhere is this better illustrated than the flush-fitting door handles and the rear LED light clusters

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#### **TWO OF A KIND**

The new, state-of-the-art Touch Pro Duo infotainment system takes pride of place in the centre of the beautifully minimalist cabin. Key features include two, high-definition 10-inch touchscreens, complete with two multifunctional rotary dials for an elegant, modernist finish

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**PERFECT  
PROPORTIONS**

Flush-fitting features  
and meticulous attention  
to detail form the  
backbone of the new  
Velar design

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“With beautifully balanced and optimised proportions, Velar’s lineage is instantly recognisable from its floating roof, continuous waistline and taut, tapered lines at the rear”

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GERRY MCGOVERN,  
CHIEF DESIGN OFFICER, LAND ROVER







—  
A  
BLOODLINE  
LIKE NO OTHER  
—



The first Range Rover prototypes – the decoy name V E L A R spelled out in what would become a familiar style across the leading edge of the clamshell bonnets – were pioneers. Their mission was to explore whether it was possible to extend beyond the metalled road the comfort and majesty for which by the late 1960s, British cars were synonymous.

As prototypes became production cars and with constant development, especially with regard to comfort and equipment, the Range Rover became *the* luxury SUV, a car in a class of its own, against which all others would be judged. The ‘Royal’ SUV – often literally.

But its designers and engineers didn’t just add luxury – they added capability too. As the Range Rover has evolved it has become ever-more able to transport its occupants above and beyond the humdrum. Luxury and capability, the defining characteristics of the Range Rover, have been constantly extended in every direction for close to 50 years now.

But the sheer ambition contained in the idea of ‘Range Rover’ pushed engineers to explore new traits implicit in the supremacy of the original concept. The Range Rover Sport added dynamic excellence and the Evoque more compact drama, while never betraying the central tenets of what remains a unique idea.

Velar embraces that idea and that ambition still further, extending the core concept in line with 21st century lifestyle choices that require practicality, flexibility and connectivity as well as luxury and capability.

The first vehicle of its kind, Velar – like its forebears – is another pioneer, exploring another new frontier for luxury SUVs, this one in the rich, varied, ‘always-on’ lives of its owners. Its role, however, just like the very first cars to carry the name, remains unchanged, to go above and beyond.

The first vehicle of its kind, Velar – like its forebears – is another pioneer, exploring another new frontier for luxury SUVs





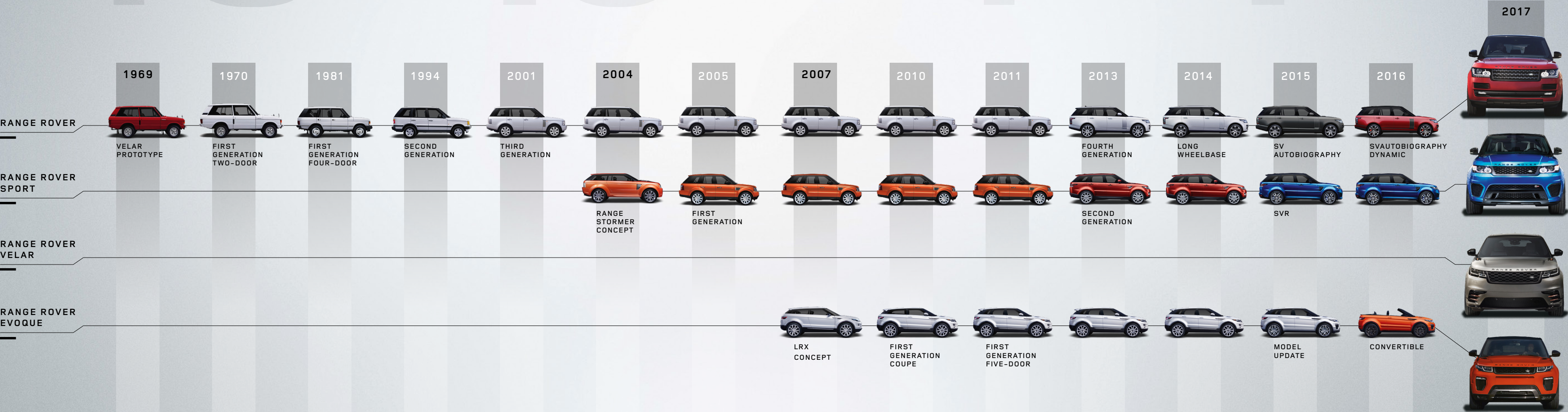
EVOLUTION OF THE RANGE ROVER FAMILY

48  
AMAZING  
YEARS

19  
PIONEERING  
DERIVATIVES

4  
FAMILY  
MEMBERS

1  
BRILLIANT  
SUV FAMILY





—  
BLOOD BROTHERS:  
THE CHANGING FACE OF A LEGEND  
—



—  
**EVOLUTION OF THE SPECIES**  
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It's 48 years since the first Range Rover – the Velar prototype – broke cover. Since then the design language has changed dramatically, but the go-anywhere DNA has stayed the same





—  
E S T A B L I S H I N G  
T H E T R E N D S  
O F T O M O R R O W  
—

Range Rovers have always looked to technology to deliver on the promise to take those inside above and beyond; whether in lightweight but robust and durable aluminium-intensive structures; or sophisticated all-wheel-drive systems enhanced by complex electronic control systems; in chassis technologies like air suspension that deliver levels of comfort in an SUV that boggle the mind; or in a human-machine interface that exhibits simplicity, logic and familiarity.

Velar is no different. Like the clean, elegant devices we carry around with us every day, Velar's elegant exterior and interior cloak an intense devotion to technology. Much is hidden from view, including an aluminium-intensive structure, all-wheel drive with its suite of electronic traction-control systems, air suspension, rear electronic differential and high-tech infotainment.

Much, however, is also obvious like the all-LED lights – bright, translucent highlights in Velar's graphically reductionist form. Or the flush, deployable door handles that retract into the doors when not in use. The use of beautiful, burnished copper-coloured finish on some of the exterior detailing is another first in the

automotive sector and typical of the pioneering approach taken by Velar's design team.

That approach is most striking inside, where a Premium Textile interior is offered alongside a more familiar premium leather finish. Developed with Danish technical fabric specialists Kvadrat, the unique Premium Textile seats combine a highly durable wool-blend fabric with a technical suede cloth made from recycled materials. Like the burnished copper-coloured detailing, the Premium Textile option is a world first on a volume production model.

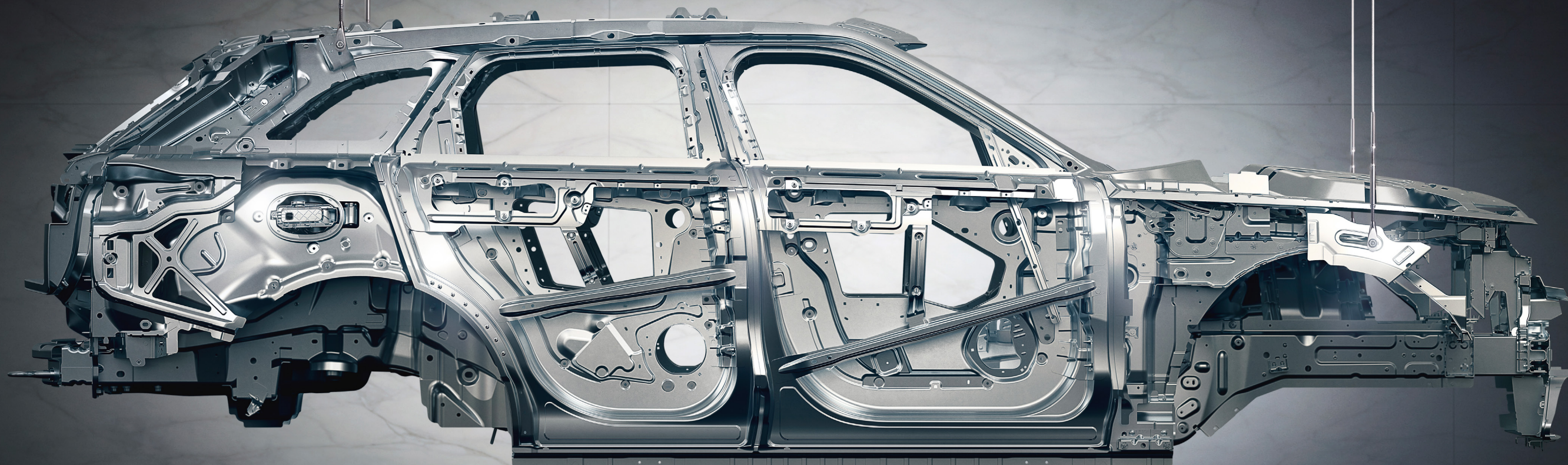
The centrepiece of the interior is the twin-screen, 10-inch Touch Pro Duo infotainment system, which combines a rake-adjustable upper touchscreen with a second screen in the main console between the seats, which retreats to a solid, opaque darkness until required. Between the two screens, which are linked allowing occupants to move content between the two with a flick of a finger, nearly every non-dynamic feature can be controlled. "This cutting-edge, consumer technology developed by Jaguar Land Rover provides an intuitive interface with unrivalled performance and functionality," says Nick Rogers, Director, Group Engineering, at Jaguar Land Rover.

#### TOUCH OF CLASS

Velar debuts the innovative new Touch Pro Duo infotainment system, featuring two, 10-inch, high-definition touchscreens







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## UNDER THE SKIN

The Range Rover Velar is the latest model to benefit from Jaguar Land Rover's world-leading expertise in aluminium construction

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### AGILITY AND REFINEMENT

The body structure's high torsional stiffness enables exceptional ride, handling and comfort, as well as high levels of crash protection.

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### CLOSING THE LOOP

The high percentage of recycled aluminium in the body minimises the reliance on primary aluminium. This reduces energy consumption in production, reducing lifecycle emissions and environmental impact.

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### EFFICIENCY

Lightweight aluminium contributes to improved efficiency, delivering fuel economy and CO<sub>2</sub> emissions from 52.5mpg\* (5.4l/100km\*) and 142g/km respectively. \*EU Combined

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### AEROSPACE TECHNIQUES

Aerospace-inspired structural adhesives and self-piercing rivets are clean, energy-efficient technologies that produce strong, stiff joints.





**LIGHT WORK**

Matrix-Laser LED headlights extend the range of full beam to 550 metres



**DIGITAL DISPLAYS**

On SE models and above, there's a 12.3-inch virtual instrument cluster behind the steering wheel with four visual themes, including a full-screen 3D navigation display





#### LUXURY SEATING

Accommodation for two to five in luxury and comfort with all the versatility of a 21st century SUV



#### MATERIAL GAINS

Unique to the SUV segment, an innovative Premium Textile material is available instead of leather





—  
D R I V E N  
B Y  
R E D U C T I O N  
—



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‘Reductionism’ is a design and engineering philosophy. We are most familiar with it through the elegant, technologically-dense devices we all carry with us that have come to define industrial design in the 21st Century.

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Like the most beautiful examples of personal technology, the interior of Velar appears inert until we choose to interact with it. The two screens that make up the Touch Pro Duo appear at first to be part of the very architecture of Velar’s dashboard. It is only woken by driver or passenger interaction, revealing itself responsive to the familiar commands we have learned from our tablets and smartphones; touch, swipe, scroll your way to a new level of engagement and interaction inside an automobile.

And ‘reductionism’ isn’t just responsible for Velar’s game-changing integration of the Human Machine Interface, it governs every aspect of the interior and indeed Velar’s exterior. That there is nothing to distract the eye – until its required – from the simplicity of

Velar’s interior creates a very deliberate focus on the quality of its design, of its materials and of its construction. Born of a unique, deep and wide ranging understanding of contemporary design and luxury values, Velar represents a true modernist approach in luxury automotive interior design.

Likewise the exterior, expressed in the most deceptively simple and clearest of forms – one of lightness, one of strength – married together by Velar’s strikingly apparent shoulder line. The glasshouse especially takes this essential element of Range Rover iconography to an entirely new level and features for the first time in nearly a half a century.

Like the softness in the material on the lower door panels, the slimness of the features that hang off Velar’s feature line – features like its LED headlights and the burnished, copper-coloured detailing on the bonnet vents – are all born from a deep-seated understanding of the power of understatement.

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Features like the LED lights and the burnished, copper-coloured detailing are all born from a deep-seated understanding of the power of understatement

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**STRIKE A POSE**

The bold, upright front graphic, slender full-LED lights and the pronounced air inlets set the tone for Velar's new design

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# LIFE OF LUXURY

Authentic materials,  
contemporary finishes  
and state-of-the-  
art, hidden-until-lit  
touchscreens underline  
Velar's premium status

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REFINED  
FOR EVERY  
OCCASION

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The Range Rover concept is born of the notion that real luxury lies in the ability to transpose your own environment to wherever life takes you. And each iteration of that idea has seen Range Rover's own horizons broaden. Velar is no exception.

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It goes without saying that Velar is an extraordinarily competent vehicle in any situation. Enabled by the latest interpretation of Land Rover all-wheel drive and a deep understanding of the design and engineering pre-requisites required for the secure and comfortable commands of all terrains, Velar is a true Land Rover.

More than that, however, its overwhelming sense of desirability loans it a sense of confidence that allows it to take command not just of any terrain, but any occasion: formal/informal, metropolitan/rural, up-tempo/down-tempo, urbane/wild – Velar's confidence enfranchises everyone.

Riding on air suspension for supreme comfort, showcasing class-leading traction technologies such as Terrain Response 2 for ultimate composure on every surface, and delivering power that's almost undetectably transmitted via state-of-the-art, mechanical and electronic systems, to drive Velar is to understand the elemental sense of elevation that Range Rover has come to stand for over the last five decades. It's not just about journeys or destinations but about making them your own, weaving your own narrative every day.







Land Rover has been spinning tales from the very first day, its own included as it has evolved to embrace changing environments, none as challenging as the fast-moving, intense and connected modern world with all its complexity and contradictions.

This is Velar's world and like all its forebears it sits aside from it all, above and beyond.

In the words of Gerry McGovern, Chief Design Officer, Land Rover: "Continued evolution driven by a relentless focus on creating desirable products that our customers will love for life is at the core of everything we do. Every new vehicle we launch is a celebration of our creative endeavours. If it excites and delights the customer then the designers and engineers have achieved their aim."

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"Continued evolution driven by a relentless focus on creating desirable products that our customers will love for life is at the core of everything we do"

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GERRY MCGOVERN,  
CHIEF DESIGN OFFICER, LAND ROVER



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**OUTSTANDING  
CAPABILITY**

Velar's intelligent, efficient, torque-on-demand all-wheel-drive (AWD) system delivers exceptional all-terrain performance and agility with outstanding ride quality and composure

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## FOUR-CORNER AIR SUSPENSION

This innovative system delivers truly outstanding comfort and all-terrain capability. Air suspension ride height drops by 10mm when cruising above 65mph (105km/h) to reduce aerodynamic drag and improve fuel efficiency. The Auto Access Height function lowers the suspension by 40mm when a seat belt is unclipped, a door is opened or the ignition is turned off, making it easier to get in and out of the vehicle.

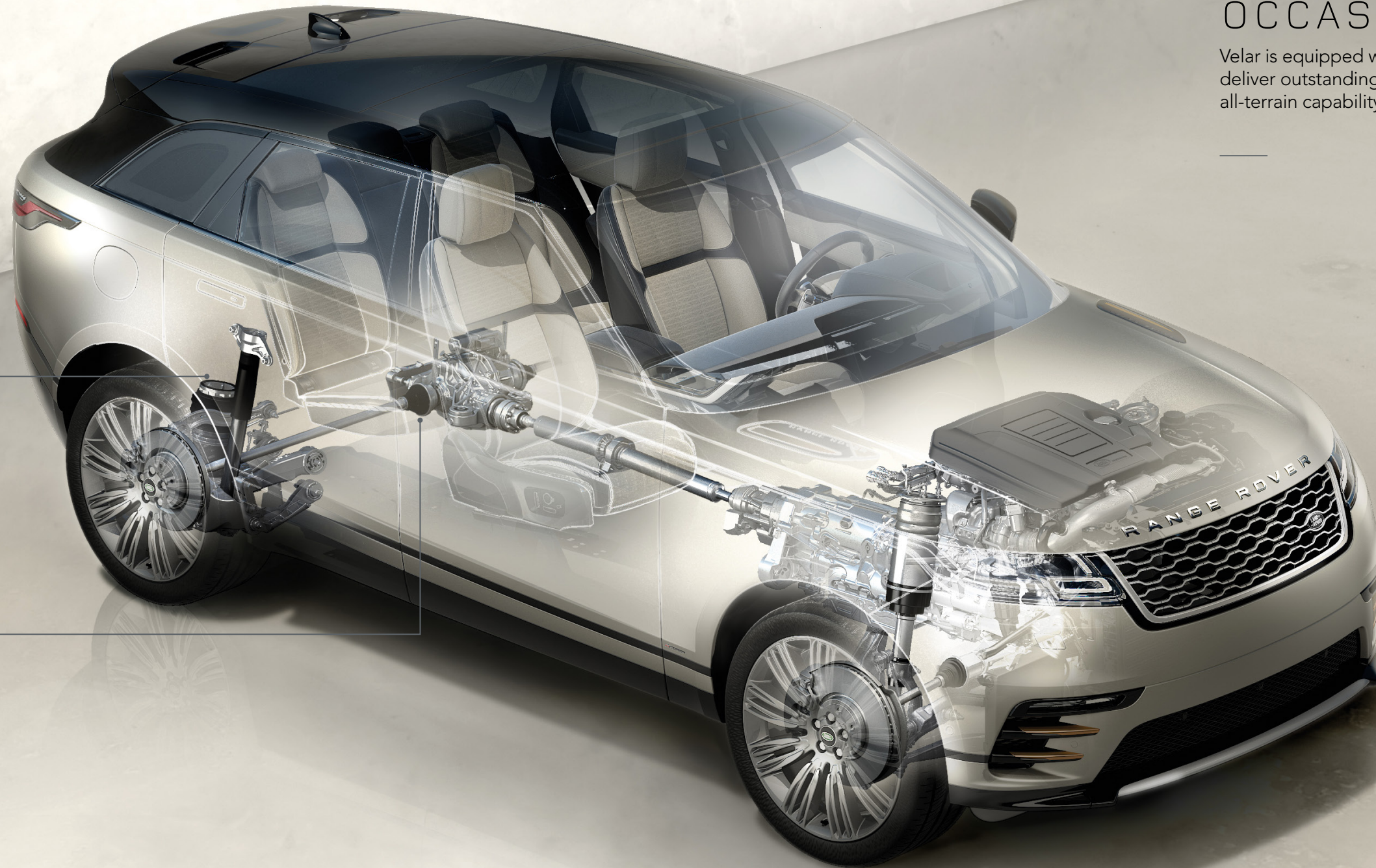
## THE ACTIVE LOCKING REAR DIFFERENTIAL

Available on six-cylinder models, it delivers benefits on all terrains by optimising torque distribution and maximising traction.

## REFINED FOR EVERY OCCASION, EVERY TERRAIN

Velar is equipped with a range of advanced technologies that deliver outstanding dynamics and refinement, unparalleled all-terrain capability and total dependability. These include:

- ALL-WHEEL DRIVE WITH INTELLIGENT DRIVELINE DYNAMICS
- ADAPTIVE DYNAMICS
- TORQUE VECTORING BY BRAKING
- ALL TERRAIN PROGRESS CONTROL
- TERRAIN RESPONSE 2







**TRACTION TECHNOLOGY**

With a suite of world-class traction systems, including Terrain Response 2 and All-Terrain Progress Control (ATPC), Velar offers class-leading composure and control



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# MAGNIFICENT MINIMALISM: A VIEW IN MACRO

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Launching a new car, let alone one that is the next step in the transformation of a brand, is never an easy task. Yet Land Rover has done just that *and* found the time to mastermind a global reveal moment with a difference. To celebrate the power of reductionism and how it has shaped every inch of the Velar, the team commissioned a series of unashamedly abstract photographs, each one drilling down with incredible precision to the absolute essence of the car: compelling design and engineering integrity. With this in mind, we spoke to the man with the creative vision, Land Rover's Chief Design Officer Gerry McGovern, and the person responsible for executing the brief, world-renowned photographer Gary Bryan.

**GERRY MCGOVERN:** This macro exhibition celebrates the fact that design has come of age at Land Rover. When we first started talking about the Design Museum as a launch venue, I wanted the exhibition to celebrate the car in its beauty, but not in a way that is purely representative.

Originally we wanted to create a series of photographs, which could have covered specific details on the car or sculptural forms. However, the more involved I became the more I wanted the photography to be much more abstract. I wanted to see what interesting forms Gary could create by going in really close. It was as simple as that.

**GARY BRYAN:** From my point of view, the creative brief was to strip the design down to its core. When I first walked around the Range Rover Velar with Gerry we looked for points of reference for design and he stressed the importance of 'reductionism', clean lines, new materials and surfaces, which was great to hear. It was a dream brief.

It was also a challenging brief because there are no boundaries! Ordinarily, I am restricted by things like heavily-researched layouts and the different formats used for press, posters, Instagram and web banners. For this job it was almost: 'you're the artist, show me what you can do'.

**GM:** There's a fantastic element of anticipation, or theatre, that precedes the reveal of any new car. However, when it's over people move on to something else very quickly. To give them more to digest and interact with, we wanted the Range Rover Velar launch to feel like a curated exhibition that you can walk through and eventually reach the car like a piece of fine art in a gallery. You might even sit down and just look at it. It speaks for itself.

**GB:** I had total creative freedom with this shoot. We all agreed that we didn't want traditional car photography, brochure photography or advertising photography. We wanted abstract photography but not in a gratuitous way so

people had absolutely no idea what they are looking at. I wanted to produce a series of teasers – you might guess what it is, but you might not.

For this project, detail, sharpness and clarity were paramount because the images would be viewed from just a few feet away. Therefore, I used a state-of-the-art Phase One XF 1Q3 100MP camera with a variety of the new Schneider Blue Ring lenses. This is a super high-definition camera that allows me to capture the intricate detail with incredible precision and the depth, clarity and colour is amazing. Of course, the high resolution means the images can be precisely enlarged for the over-sized, fine-art prints in the Velar exhibition.

**GM:** Gary is a very clever and creative guy, so I didn't want to impose my views or dictate anything because I'm not an expert photographer. I know what I wanted artistically and I know what the Land Rover brand is about, but I wanted Gary to bring something different to the party. It's all about being collaborative.

Quite simply, I said to Gary: 'I wanted these photographs to be abstract in the way that you can't really see what they are, so they're not obvious until you really study them, and even then you might not know what they are. They needed to have integrity and they needed to create conversation'.

**GB:** Some parts of Velar were less complex to shoot than others. Some slipped into place relatively quickly, others took more time to light and shoot. Part of the challenge came from the number of different materials, surfaces and paint finishes on the car – some are reflective, others have a silk or matt finish. There's leather and cloth too.

The photograph of the wheel is my personal favourite in the series. There's depth and intrigue surrounding this image. Although it's a highly structured example of engineering, for me it has a delicate, floral sensitivity about it.

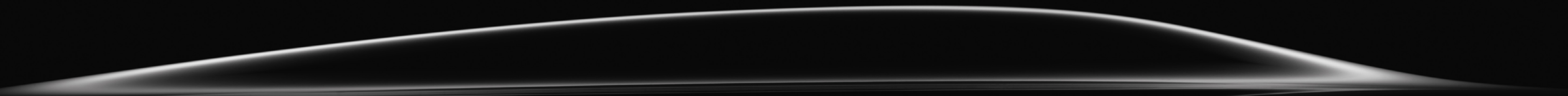
**GM:** We've never commissioned any photography like this before. We worked with Nino Mustica, the Italian artist and sculptor, on the launch of Discovery Sport. We created wireframes for the premiere of the Evoque that stripped everything right back to essence of the car and we even built a special Defender for the 2015 Rugby World Cup. But we've never done anything like this. It's really exciting because it demonstrates the level of creative intellect that has gone into Velar, and the results are amazing.

**GB:** Like Gerry, this was an incredibly unique project for me and it's one of the most exciting I've been commissioned to work on. I hope you like the final results as much as I do.

“THIS IS ONE OF THE MOST ELEGANTLY BEAUTIFUL PIECES  
OF AUTOMOTIVE DESIGN WE’VE DONE. TO CELEBRATE THIS,  
WE HAVE CURATED SPECIAL PIECES OF PHOTOGRAPHIC ART  
THAT CREATE VISUAL INTEREST AND STIMULATE CONVERSATION”

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GERRY MCGOVERN,  
CHIEF DESIGN OFFICER, LAND ROVER



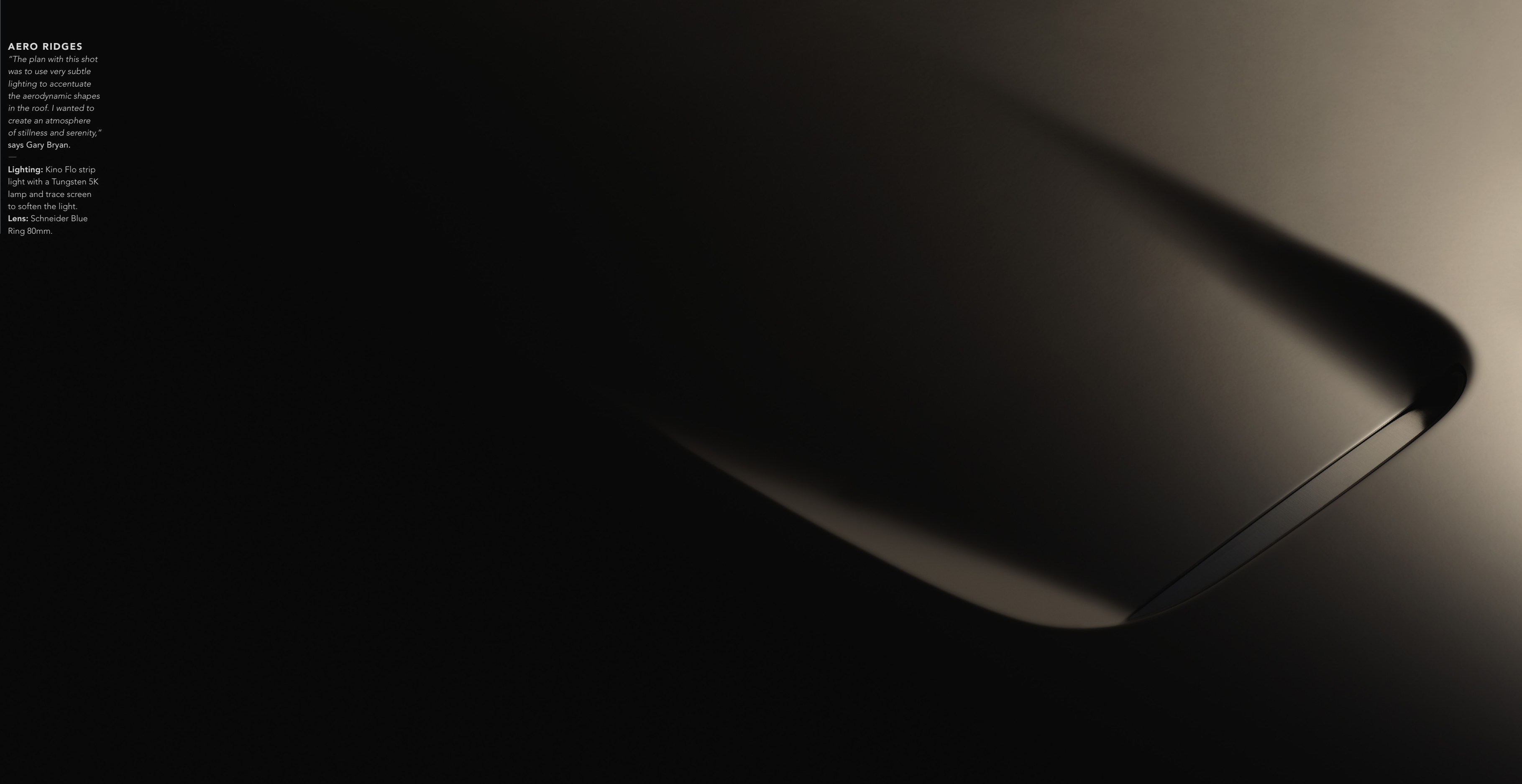
## AERO RIDGES

*"The plan with this shot was to use very subtle lighting to accentuate the aerodynamic shapes in the roof. I wanted to create an atmosphere of stillness and serenity," says Gary Bryan.*

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**Lighting:** Kino Flo strip light with a Tungsten 5K lamp and trace screen to soften the light.

**Lens:** Schneider Blue Ring 80mm.





**STEERING WHEEL**

*"I purposely chose a section of the rim, rather than the complete circle, for a more abstract interpretation."*

—  
**Lighting:** Tungsten 1K lamp with trace screen.  
**Lens:** Schneider Blue Ring 80mm.



“

Velar is defined by a visually reductive  
approach and meticulous attention  
to precision in every detail

”

## 22-INCH WHEEL

*“I shot this from an  
oblique angle to  
suggest brush strokes.”*

**Lighting:** Tungsten 2K  
lamp with trace screen.

**Lens:** Schneider Blue  
Ring 120mm macro lens.



**EXHAUST FINISHER  
AND REFLECTOR**

*"The bold red strip works  
beautifully with the strong  
edge of the exhaust,  
creating a pure  
abstract visual."*

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**Lighting:** Tungsten 2K  
through trace screen.

**Lens:** Schneider Blue  
Ring 120mm macro lens.





**BURNISHED  
COPPER ACCENT**

*"The streamlined purity  
of the single, sharp  
fin gives this image  
immense strength."*

—  
**Lighting:** Kino Flo strip.  
**Lens:** Schneider Blue  
Ring 120mm macro lens.



“

Designed and engineered  
with an unwavering belief  
in reductionism

”

**BONNET ANGLE**

*“I chose this feature  
because the graceful  
line creates incredible  
sculptural elegance  
and simplicity.”*

**Lighting:** Tungsten 2K  
lamp with trace screen.

**Lens:** Schneider Blue  
Ring 80mm.



## DYNAMIC DIALS

*"I isolated the two dials on the touchscreen and used a low angle and a wide-angle lens, so the objects look like shapes floating in an anonymous black environment."*

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**Lighting:** Kino Flo strip.

**Lens:** Schneider Blue  
Ring 120mm macro lens.



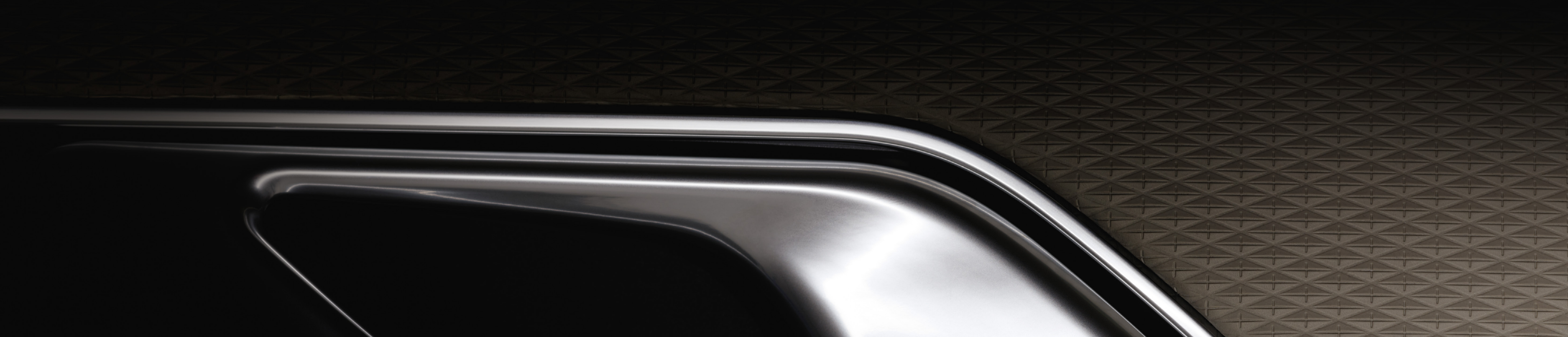


**DOOR HANDLE  
WITH CUT DIAMOND  
GRAIN LUXTEC**

*"The idea here was to  
create the feeling of a  
metal sculpture floating in  
a luxurious environment."*

**Lighting:** Kino Flo strip  
with Tungsten 2K lamp  
and a trace screen.

**Lens:** Schneider Blue Ring  
120mm macro lens.



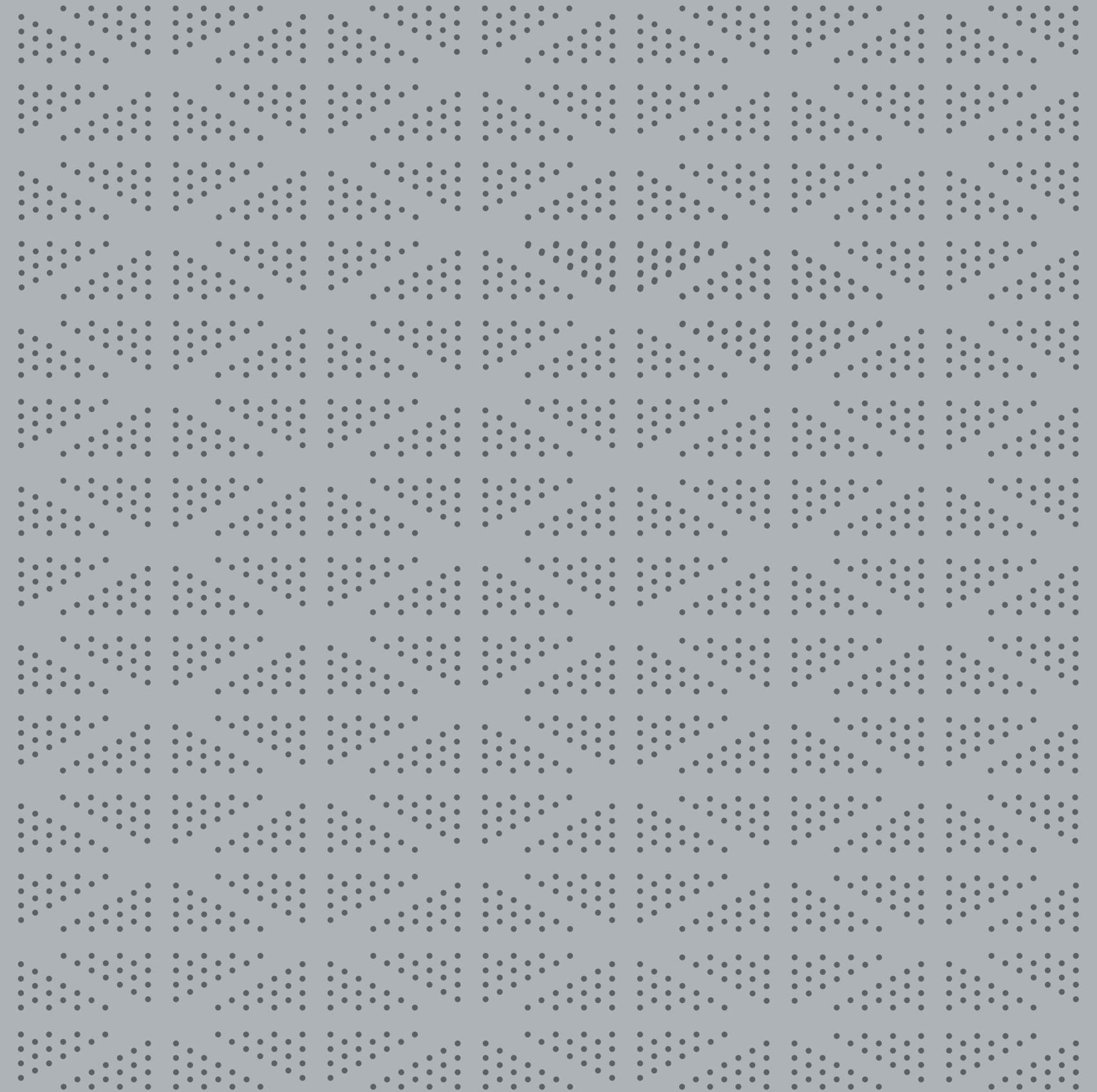


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“The Velar interior is a calming sanctuary combining exceptional space with authentic materials and finishes, precise execution and beautiful details such as the hidden-until-lit controls”

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GERRY MCGOVERN,  
CHIEF DESIGN OFFICER, LAND ROVER







ABOVE & BEYOND