

VISUAL WORLD

RANGE ROVER

Creative Review: 20/02/25

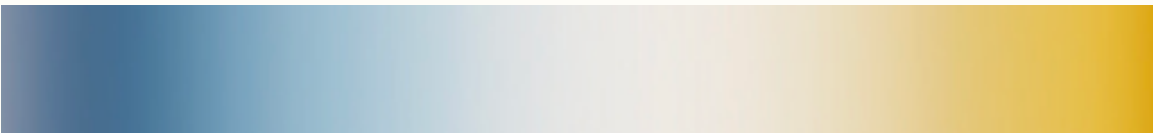
THE RANGE ROVER WORLD

Imagine Slim Aaron's world, but the Range Rover 2025 version.
A grand photographic exercise depicting aspirational people 'at play' during the different seasons.
Desirable, luxury playgrounds like St. Moritz and Palm Springs.
These are magnificent worlds. Scenes that are rich in story and visual wit.



SEASONS

We will tailor-make our ideas on Seasonality. A year in the life of Range Rover, Spring / Summer / Autumn / Winter.
Behaviour that is more luxury brand than automotive.



SUMMER



AUTUMN



WINTER



SPRING

RANGE ROVER \ VISUAL WORLD

ENVIRONMENT AND VEHICLE

The environments will be glamorous and modern-lux. Places that, for many people, are a dream.

This is where the lucky few, the rich and famous, are at play, having fun and doing unexpected things.

The Range Rover is a natural fit in this magnificent world. It will be naturally embedded in the scene: a part of the story, not 'placed'.



RANGE ROVER \ VISUAL WORLD



SPRING



SUMMER



AUTUMN



WINTER

EXECUTIONS



24MY Global spec Range Rover SV with optional features. Availability/spec vary by market, check with your retailer. Official Fuel Consumption in mpg (l/100km): Combined xx.x xx.x (xx.x x.x.x). CO₂ Emissions xxx.xxx g/km. The figures provided are a result of manufacturer's tests in accordance with EU legislation. For comparison purposes only. Real world figures may differ. CO₂ and fuel economy figures may vary according to factors such as driving styles, environmental conditions, load wheel fitment and accessories fitted. Other market fuel economy certification figures published at [INSERT LINK] or available from your [SELECT: importer/ Retailer].



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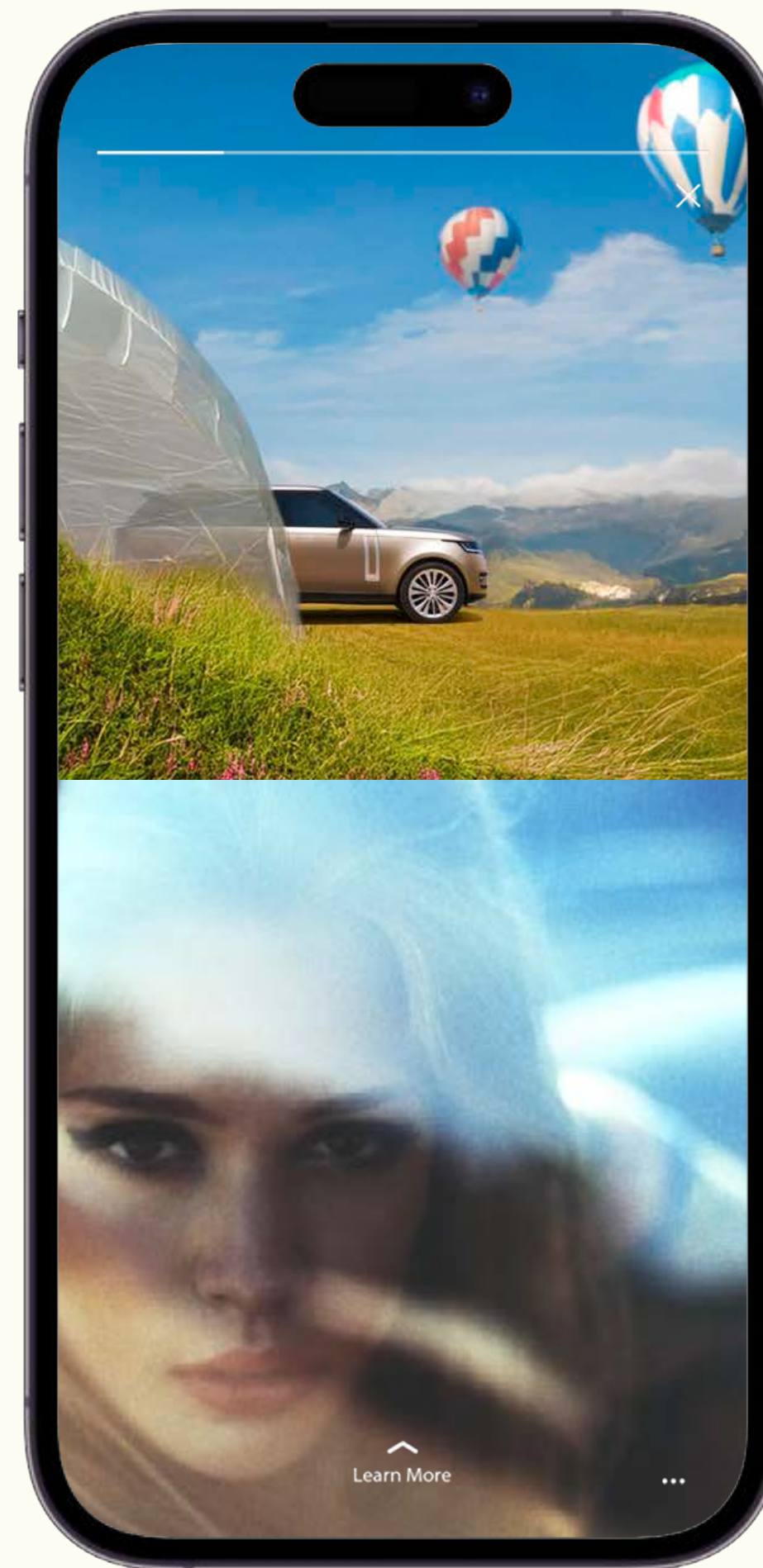


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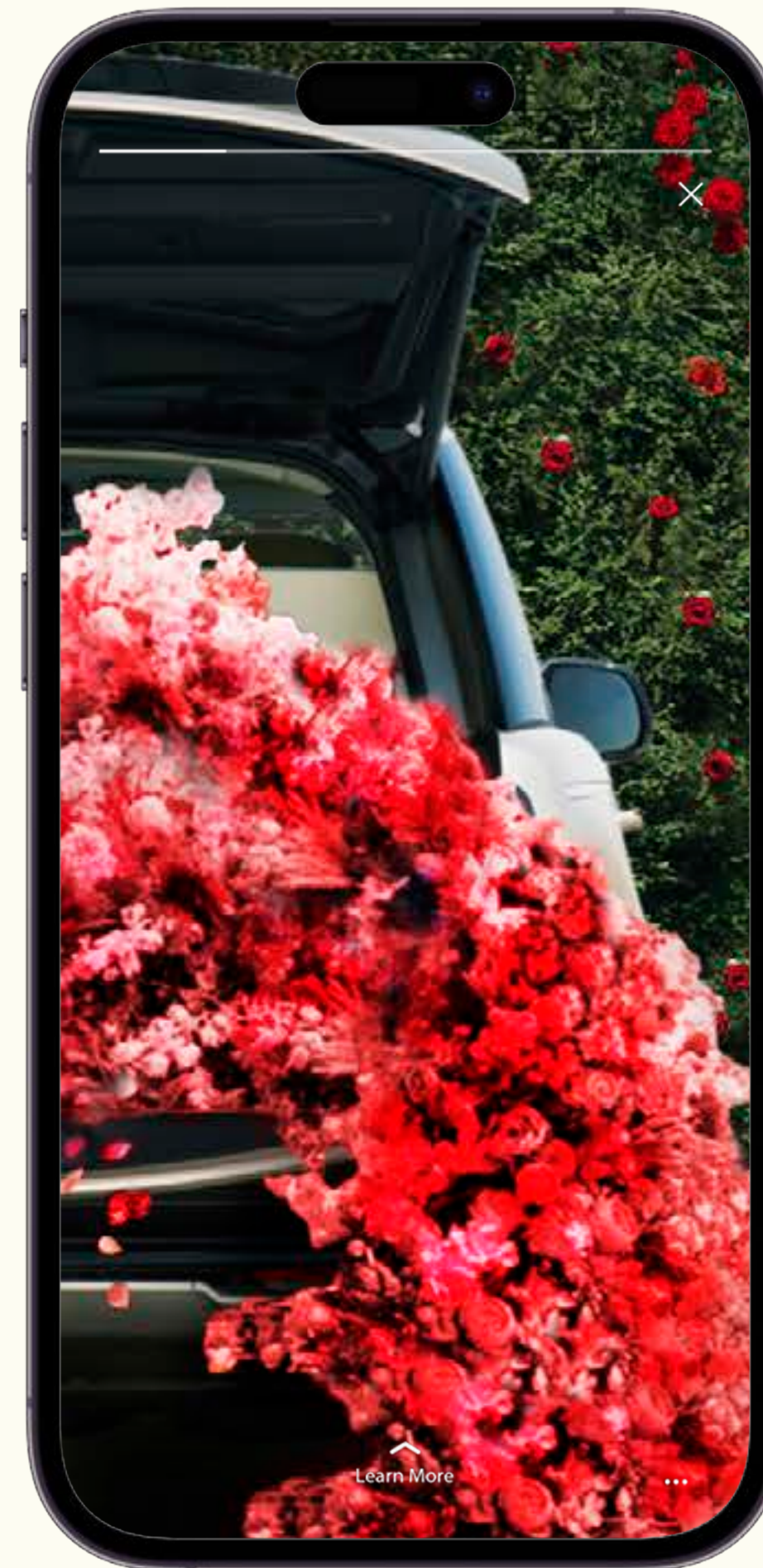
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RANGE ROVER



PRODUCT FEATURE \ INTERIOR

The refinement of the interior is seen through the eyes of our parachutist.



PRODUCT FEATURE \ LOADSPACE AND HIDDEN UNTIL LIT TAIL LIGHTS

The rich red of the flowers fill the loadspace and we see the hidden until lit tail light illuminate.



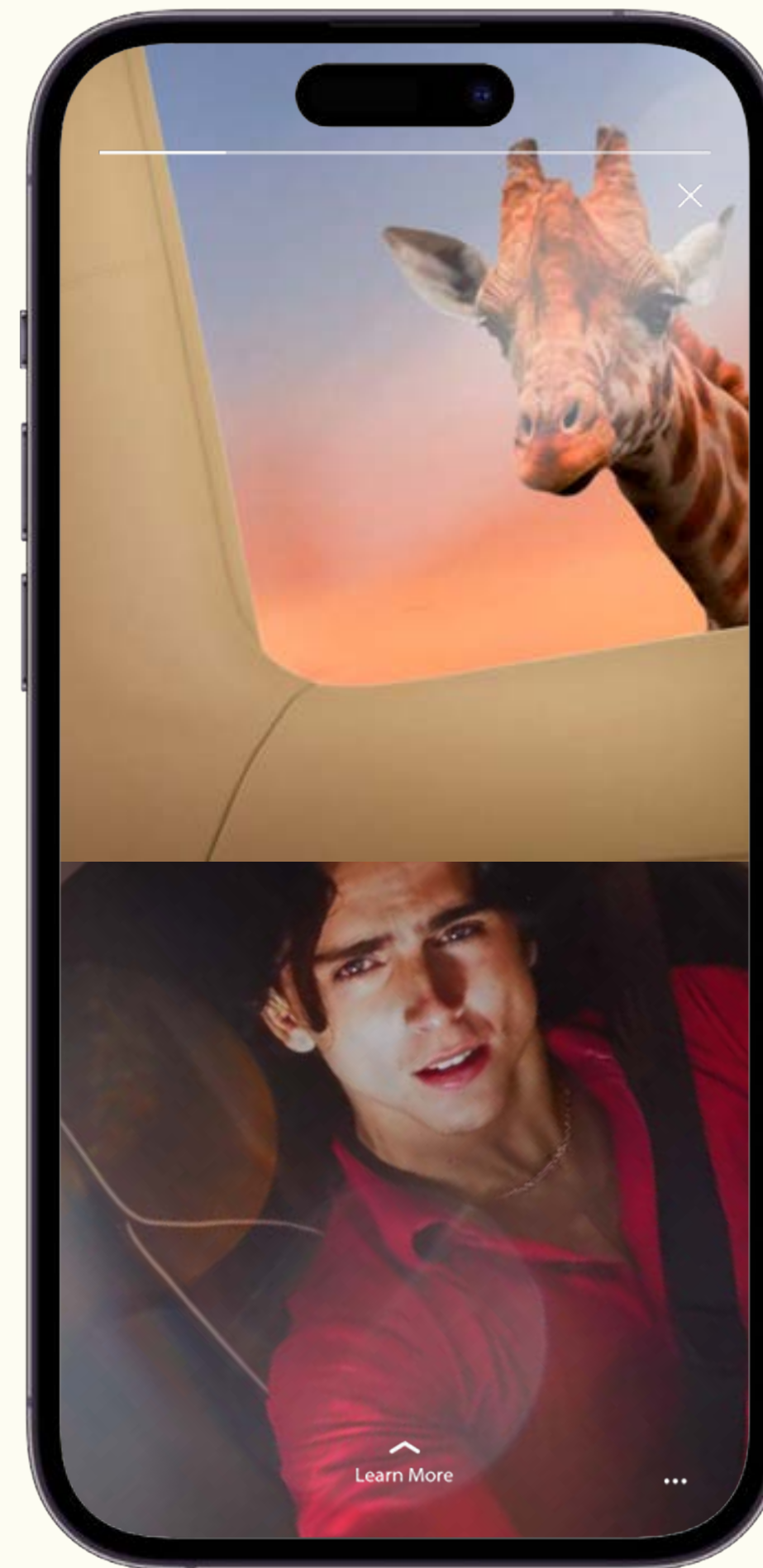
PRODUCT FEATURE \ EXTERIOR DESIGN

We follow the riders gaze to showcase the exterior details and stance of the Range Rover.




RANGE ROVER

RANGE ROVER \ GATEFOLD



PRODUCT FEATURE \ PANORAMIC ROOF AND LED HEADLIGHTS

LED headlights, cut to Giraffe looking into the Panoramic Roof to introduce the interior.



PRODUCT FEATURE \ CAPABILITY

Range Rover's effortless capability is demonstrated on the ski slopes.

THANK YOU

RANGE ROVER
