

DEFENDER
90, 110, 130

DIFFERENTIATING BODY STYLES
THROUGH AUDIENCE-LED COPY

THE BRIEF

Client:	JLR
Role:	Content Strategist and Copywriter
Scope:	Website audit, tone of voice development, target market segmentation, narrative design
Platform:	Global DX

With the introduction of a third Defender body style, 130, it became clear that presenting them as a single proposition made it difficult for users to differentiate the body styles. The brief, therefore, was to create a structure that would help users understand:

- How each body style differed beyond size
- Which body style best suited their lifestyle and needs
- Why they should choose one body style over another

Each body style had to feel purposeful, differentiated, and unmistakably Defender. Auditing the website, I identified opportunities to speak to user intent (e.g. solo use vs group travel etc.), and used this as the basis for where we could diverge the body styles.

Each body style was reframed around how it's used, with a tone of voice to match. The result is improved clarity across the range, stronger emotional alignment between body style and user need, and a scalable framework for future derivatives (e.g. Defender OCTA).

DEFENDER 90

DEFENDER IN ITS PUREST FORM

DEFENDER 110

LOAD UP, GO ANYWHERE

DEFENDER 130

SPACE FOR SHARED EPIC ADVENTURE

A STATEMENT OF INTENT

While all three body styles share Defender's core values, the copy was tuned to express them differently:

- **90:** Leans confident, distilled. The intro signals focus and positions 90 as deliberate.
- **110:** Feels capable and adaptable. The intro connects capability to real-world use and speaks directly to users balancing everyday practicality and adventure.
- **130:** Introduces warmth, reassurance, togetherness. Shifts the conversation from 'bigger' to 'shared'. Makes space feel purposeful and emotional, not just practical.

This allows each page to feel distinct, without breaking brand consistency.

At home anywhere. This is the three-door Defender for a new generation.

ICONIC SHAPE

> EXPLORE DESIGN



Clever and characterful, with an instantly recognisable silhouette.

DEFENDER 90

We open with a statement that positions the smallest of the Defenders as versatile: equally at home in the city as it is off-road. The Defender for a new generation is youthful, modern.

Within the design section we highlight its heritage, establishing authenticity. While at the same time reinforcing the youthful, energetic side.

Always ready for exploration, with an impressive loadspace and the option of seven seats.

DESIGNED WITH PURPOSE

> EXPLORE DESIGN



Adventure awaits. Carry everything you need to seek it out with Defender 110.

DEFENDER 110

We instantly establish Defender 110's confidence. The introduction of the loadspace and versatile seating reinforces adaptability without overwhelming users with specs, blending functional detail with narrative flow. The copy balances 110 as the balanced choice.

The design section doubles down about its versatility through confident statements, designed to reassure and excite readers.

Freedom for all. With eight seats and best-in-class space.

DEFENDER 130

'Freedom for all' moves the conversation away from 'the largest Defender', reframing size and introducing emotional language.

'Commanding presence' makes the size feel purposeful, which is reinforced by the statement 'form with function.' It also establishes that, while 130 is designed for shared, luxury travel, this is still a Defender, with customary confidence and capability.

COMMANDING PRESENCE

> EXPLORE DESIGN



Combining form with function, it's a design that demands attention.

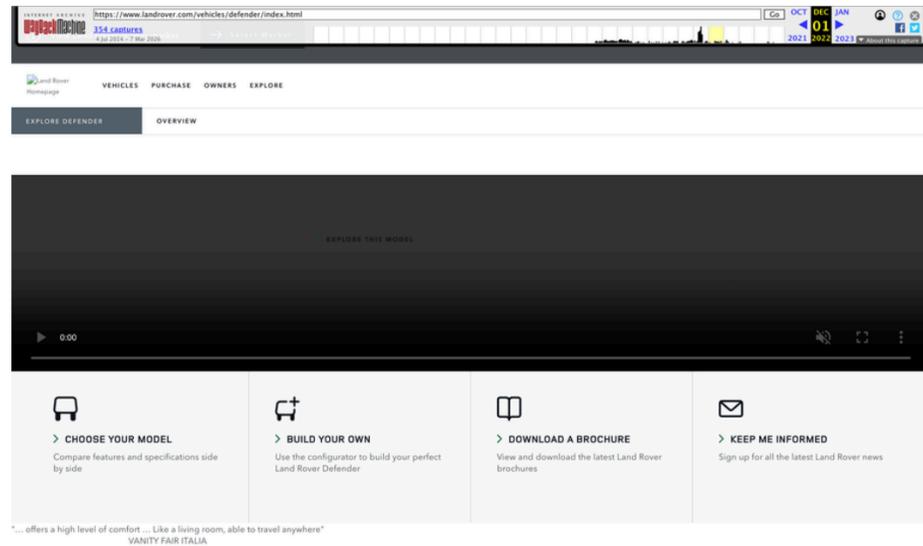
A DEFENDER FOR EVERYONE

Available in three sizes and up to eight seats.

REFRAMING AROUND CHOICE, NOT SIZE

Sets up differentiation without fragmenting the brand story. Shifts the narrative to intentional choice and emphasises the model's versatility.

BEFORE: SINGLE NAMEPLATE PAGE



EXTERIOR DESIGN

Defender's exterior is without match. Its distinctive silhouette instantly demonstrates the vehicle's character.

> WATCH THE FILM

INTERIOR DESIGN

An interior with purpose. Defender's cabin can be customised to suit your demands.



SEATING

Defender 90 and 110 are available with five or six seats, with 110 offering the option of additional third row seats. Defender 130 is an 8-seater, offering your passengers unrivalled comfort.



RESIST

Our new leather-free material, Resist, has a lower carbon footprint than leather alternatives. It's extremely durable, easy to clean and has a fine grain look with a soft feel.



CONFIGURABILITY

Configure Defender's cabin to your liking. Choose between a cabin walk-through or a Front Jump Seat. Or select a front centre console, with or without a refrigerator.

> BUILD YOUR OWN

HIGHLIGHTS



DURABILITY

Featuring our toughest materials yet and tested to its very limits, Defender has been designed for optimum durability.

> WATCH THE FILM



CAPABILITY

Capable by nature, Defender can handle extreme terrains and confidently takes you from the urban jungle, to shifting sands and icy environments.

> WATCH THE FILM



TECHNOLOGY

Equipped for 21st century adventures, our most intuitive technologies to date ensure convenience, connectivity and visibility.

> WATCH THE FILM

The vehicles shown may not be exact representations of recent upgrades and enhancements. Some features described may be market or powertrain dependent. Please refer to your local Land Rover Retailer for the latest specifications.

CHOOSE YOUR DEFENDER

Greatness comes in all shapes, sizes and body designs

PLUG-IN HYBRID

Uncompromised off-road capabilities and enhanced features. The technology behind it gets smarter and more sustainable every day.

> BUILD YOUR OWN



DEFENDER 75TH LIMITED EDITION

Celebrating 75 years since the Series I Land Rover, the vehicle that started it all. Commemorate an era of exploration with our exclusive 75 Years Graphic detailing and iconic Grassmere Green finish.

> VIEW GALLERY



ACCESSORY PACKS

Unlimited possibilities. To make more of your world, choose from the four packs below.



EXPLORER PACK

Blaze your own trail, whatever the terrain. Explorer Pack equips Defender to defy conventions and conquer the most uncharted landscapes.



ADVENTURE PACK

Take your passions to new territories. Adventure Pack equips Defender to take you off the beaten track and into nature's playground.



COUNTRY PACK

Bring the muddest of boots. Country Pack equips Defender to embrace the elements and make every journey truly memorable.



URBAN PACK

Conquer the concrete jungle. Urban Pack equips Defender to stand out in the suburbs with head-turning style, confidence and composure.

> EXPLORE ACCESSORY PACKS

HELP ME CHOOSE

Answer three quick questions to find your perfect Defender and Accessory Pack.

> GET STARTED



KEEP EXPLORING



DEFENDER 130

Space for shared adventure.

> EXPLORE THIS MODEL



LAND ROVER DEFENDER MODELS

View the full model range.

> EXPLORE MODELS



SPECIFICATIONS

View the facts and figures.

> VIEW SPECIFICATIONS

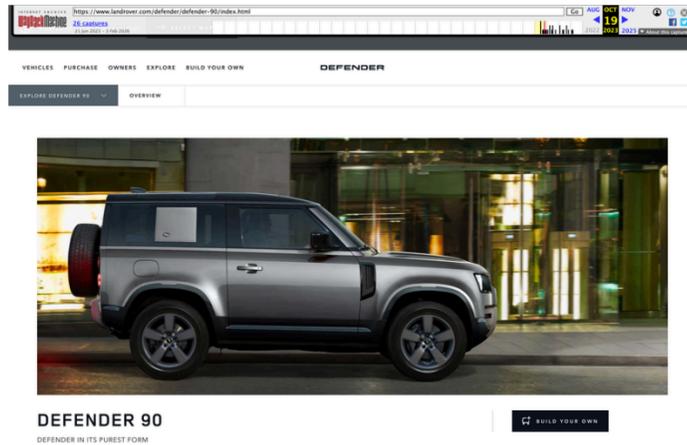


GALLERY

Exacting attention to detail has always been fundamental to our vehicles

> VIEW GALLERY

AFTER: DEFENDER 90



DEFENDER 90
DEFENDER IN ITS PUREST FORM

[BUILD YOUR OWN](#)

At home anywhere. This is the three-door Defender for a new generation.

ICONIC SHAPE

[EXPLORE DESIGN](#)



Clever and characterful, with an instantly recognisable silhouette.



PIONEERING INNOVATION

Explore with confidence. Innovative camera technologies combine with our latest infotainment system to deliver unobstructed views and effortless manoeuvring.

[EXPLORE](#)



AN ICON REIMAGINED



DEFENDER 75TH LIMITED EDITION

Celebrating 75 years since the original Series I Land Rover.

[BUILD YOUR OWN](#)

CHOICE OF MODELS

Start your adventure.



V8 CARPATHIAN VS X XS 3-DYNAMIC DEFENDER

DEFENDER 90 V8 CARPATHIAN EDITION

The ultimate combination of power, capability and design.

[BUILD YOUR OWN](#)

[EXPLORE MODEL](#)



DEFENDER 90 HARD TOP
Where capability meets business and adventure.

[BUILD YOUR OWN](#)

[EXPLORE THIS MODEL](#)

A DEFENDER FOR EVERYONE

Available in three sizes and up to eight seats.

- [DEFENDER 110](#)
- [DEFENDER 130](#)

EXPLORE DEFENDER 90



DESIGN WITH INTEGRITY

An exterior unmatched.

CLASS-LEADING DURABILITY

Tested to the extreme.

UNSTOPPABLE CAPABILITY

Go anywhere, do anything.

FOCUSED TECHNOLOGY

Equipped for 21st century adventures.

[EXPLORE](#)

AFTER: DEFENDER 110



DEFENDER 110

LOAD UP, GO ANYWHERE

BUILD YOUR OWN
EXPLORE ELECTRIC HYBRID



Always ready for exploration, with an impressive loadspace and the option of seven seats.

DESIGNED WITH PURPOSE

EXPLORE DESIGN



Adventure awaits. Carry everything you need to seek it out with Defender 110.



PIONEERING INNOVATION

Explore with confidence. Innovative camera technologies combine with our latest infotainment system to deliver unobstructed views and effortless manoeuvring.

EXPLORE



AN ICON REIMAGINED



COUNTY EXTERIOR PACK DEFENDER 110 LIMITED EDITION

COUNTY EXTERIOR PACK

A modern interpretation of a classic design.

BUILD YOUR OWN

ELECTRIFIED POWER

Uncompromised go-anywhere capabilities with rapid DC charging.

EXPLORE



CHOICE OF MODELS

Start your adventure.



VE CARPATHIAN VS X SE A DYNAMIC DEFENDER

DEFENDER 110 V8 CARPATHIAN EDITION

The ultimate combination of power, capability and design.

BUILD YOUR OWN

EXPLORE MODEL

DEFENDER 110 HARD TOP

Where capability meets business and adventure.

BUILD YOUR OWN

EXPLORE THIS MODEL



A DEFENDER FOR EVERYONE

Available in three sizes and up to eight seats.

- DEFENDER 90
- DEFENDER 110

EXPLORE DEFENDER 110



DESIGN WITH INTEGRITY
An exterior unmatched.

CLASS-LEADING DURABILITY
Tested to the extreme.

UNSTOPPABLE CAPABILITY
Go anywhere, do anything.

FOCUSED TECHNOLOGY
Equipped for 21st century adventures.

EXPLORE

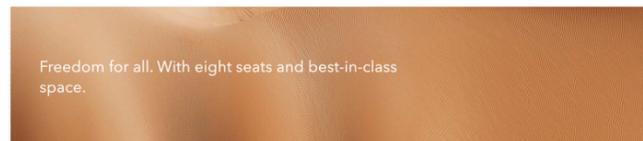
AFTER: DEFENDER 130



DEFENDER 130

SPACE FOR SHARED EPIC ADVENTURE

BUILD YOUR OWN



COMMANDING PRESENCE

EXPLORE DESIGN



Combining form with function, it's a design that demands attention.



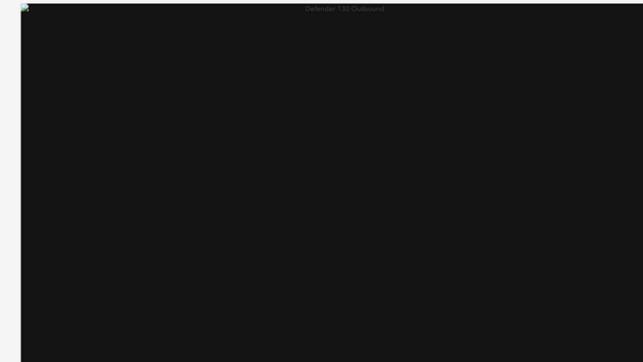
PIONEERING INNOVATION

Explore with confidence. Innovative camera technologies combine with our latest infotainment system to deliver unobstructed views and effortless manoeuvring.

EXPLORE



AN ICON REIMAGINED



DEFENDER 130 OUTBOUND

The ultimate combination of capability and comfort. Go further and explore more with space for resting, sleeping, and smart storage.

BUILD YOUR OWN

VIEW GALLERY

CHOICE OF MODELS

Start your adventure.



V8 OUTBOUND X X-DYNAMIC DEFENDER

DEFENDER 130 V8

Where power meets capability.

BUILD YOUR OWN

EXPLORE MODELS

A DEFENDER FOR EVERYONE

Available in three sizes and up to eight seats.

- DEFENDER 90
- DEFENDER 110

EXPLORE DEFENDER 130



DESIGN WITH INTEGRITY

An exterior unmatched.



CLASS-LEADING DURABILITY

Tested to the extreme.



COMFORT IN CAPABILITY

Go anywhere, do anything.



FOCUSED TECHNOLOGY

Equipped for 21st century adventures.

EXPLORE