

RANGE ROVER CLASSIC

INTRODUCING THE
RANGE ROVER CLASSIC OFFER

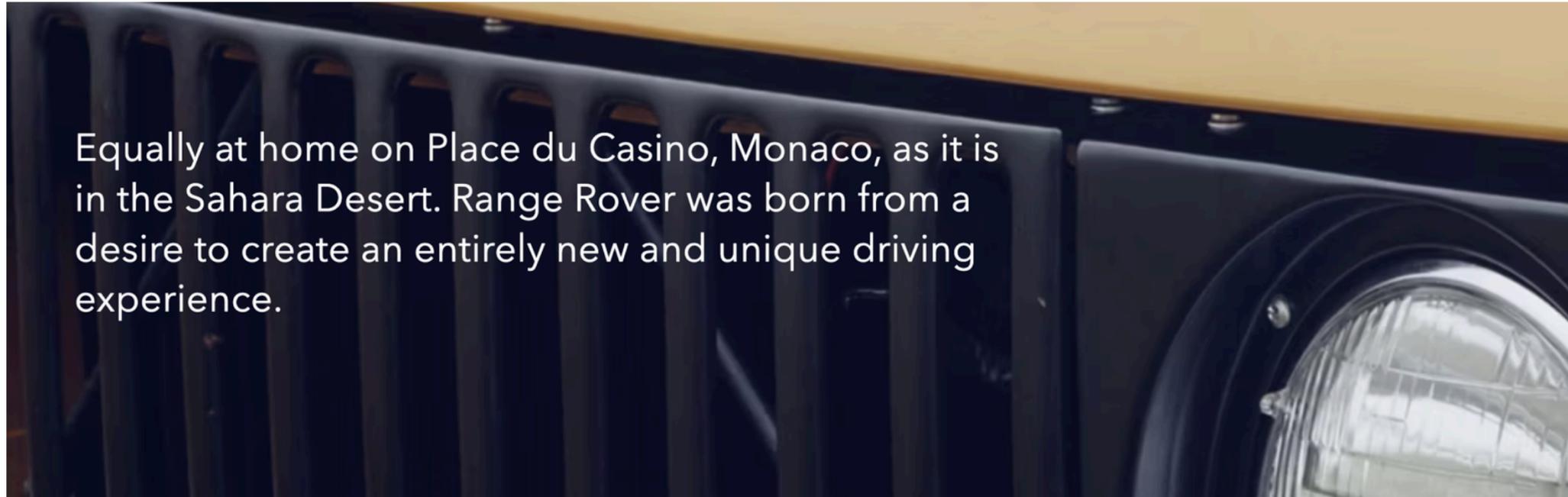
THE BRIEF

Client:	JLR Classic
Role:	Content Strategist and Copywriter
Scope:	Website audit, competitor research, site mapping, narrative development
Platform:	Global DX

The JLR Classic pages only covered 'Land Rover Classic' and hadn't been updated for either the new House of Brands strategy or Modern Luxury. I worked closely with the JLR Classic team to understand the offer available and develop a vision of what a Classic Uplift would look like.

Using Range Rover as a case study, I worked closely with a UX designer to create a two-page solution. The end result is a page that:

- Positions Classic as a heritage icon and modern service offer
- Builds authority through storytelling
- Aligns fully with Range Rover's Modern Luxury tone of voice



Equally at home on Place du Casino, Monaco, as it is in the Sahara Desert. Range Rover was born from a desire to create an entirely new and unique driving experience.

PREMIUM HERITAGE

A strong opener that positions Range Rover in both glamour and capability contexts and setting up the history that is explored on the rest of the page.

CLASSIC OWNERSHIP

Authentic services, genuine parts and lifestyle accessories.

→ EXPLORE OWNERSHIP



PURCHASE FUNNEL

Created a clear structure that educates first, then moves users into servicing, restoration, and accessories utilising conversion microcopy that keeps luxury tone while driving action (“enquire now”, “Explore ownership”).

ALWAYS LEADING BY EXAMPLE



PIONEERING TECHNOLOGY

From the moment Range Rover was launched it was breaking conventions as the first SUV to feature a permanent four-wheel drive. It never stopped innovating.

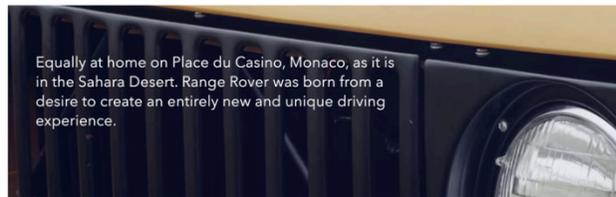
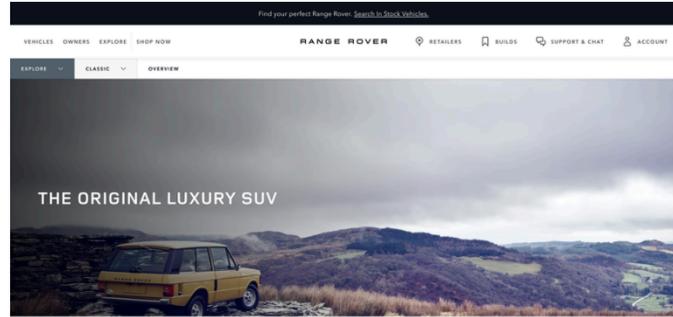
In 1989 Range Rover became the world's first 4x4 to be fitted with an Anti-lock Braking System (ABS). Following that, in 1992, it became the first 4x4 to feature not only electronic traction control but also automatic electronic air suspension.

PROOF-LED INNOVATION

Translating engineering firsts into reader-optimised copy that builds brand value, positioning Range Rover as a brand synonymous with innovation.

RANGE ROVER CLASSIC OVERVIEW

[HTTPS://WWW.RANGEROVER.COM/EN-GB/EXPLORE/CLASSIC/INDEX.HTML](https://www.rangerover.com/en-gb/explore/classic/index.html)



A CAR FOR ALL REASONS



To create a vehicle that combined the comfort and on-road ability of a Rover saloon, with the off-road capabilities of a Land Rover. That was the vision, and so the original luxury SUV was born. Range Rover made its mark on the world in June 1970, promoted as 'A Car For All Reasons'.



TRUE TO OUR ORIGINAL VISION

Though 55 years have passed since the original made its debut, the same design principles still define Range Rover: a luxury 4x4 that's as good on the road as it is off-road.

[WATCH THE FILM](#)

THE EVOLUTION OF AN ICON

1970 1994 2001 2002 2005 2012 2018 2022 2025



FIRST GENERATION
The new Range Rover is launched on June 17th with a lightweight aluminium V8 engine, permanent all-wheel drive, and all-round disc brakes.

THE SEASONED TRAVELLER



DARREN GAP CROSSING MASTERING THE SAHARA DESERT LONDON-STONEY MARATHON PARIS-DAKAR RALLY SILK ROUTE

PARIS-DAKAR RALLY

Range Rover proudly claimed victory in the first ever Paris Dakar Rally in 1979, shortly followed by another win in 1981. By 1985, the diesel-powered Range Rover 'Bullit' breaks 27 speed records in a single year.

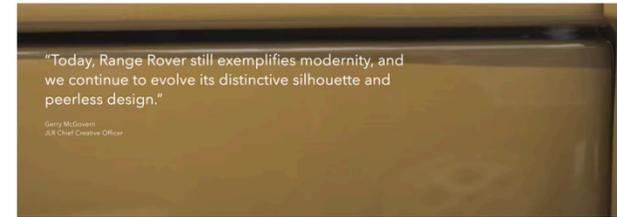
ALWAYS LEADING BY EXAMPLE



PIONEERING TECHNOLOGY

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"Today, Range Rover still exemplifies modernity, and we continue to evolve its distinctive silhouette and peerless design."

Gerry McGovern
JLR Chief Creative Officer

AT HOME IN THE LIMELIGHT

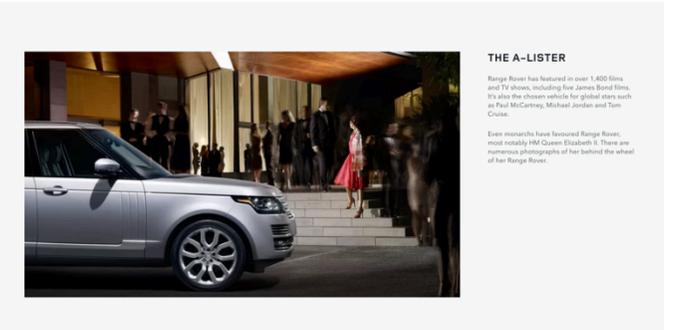
Range Rover takes to the stage just as naturally as it takes on the most demanding challenges.



THE MUSEUM PIECE

If you had walked into the London in 1971 you would have come face to face with Range Rover. Fittingly wrapped in union jack livery. The legendary museum recognised Range Rover for what it is - a piece of an Aston from the full production vehicle in the entrance, a smaller 1/4 scale replica could be found on display inside.

The Premier Institute was far from the only one to give Range Rover its flowers. That same year the vehicle received the prestigious Densar Trophy, awarded for 'Outstanding British Technical Achievement in the Automotive Industry'.



THE A-LISTER

Range Rover has featured in over 1,400 films and TV shows, including five James Bond films. It's also the chosen vehicle for global stars such as Paul McCartney, Michael Jordan and Tom Cruise.

Even monarchs have favoured Range Rover, most notably HM Queen Elizabeth II. There are numerous photographs of her behind the wheel of her Range Rover.

CLASSIC OWNERSHIP

Authentic services, genuine parts and lifestyle accessories.

[EXPLORE OWNERSHIP](#)



VEHICLES

RANGE ROVER
RANGE ROVER SPORT
RANGE ROVER VELAR
RANGE ROVER EVOQUE
SUV

OWNERSHIP

OWNERSHIP SERVICES
INCONTROL
SOFTWARE UPDATES

ABOUT US
JLR
SUSTAINABILITY

OUR BRANDS

RANGE ROVER
DEFENDER
DISCOVERY
JAGUAR

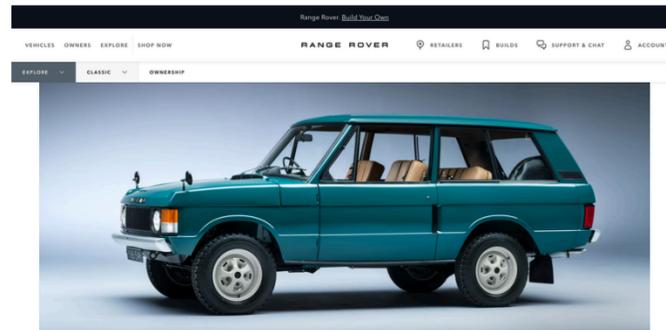
JOIN THE CONVERSATION

INSTAGRAM
TWITTER
YOUTUBE
FACEBOOK
X

SEARCH OUR SITE

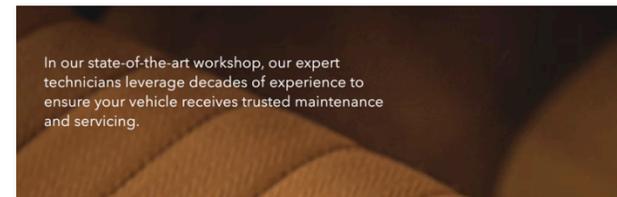
RANGE ROVER CLASSIC OWNERSHIP

[HTTPS://WWW.RANGEROVER.COM/EN-GB/EXPLORE/CLASSIC/OWNERSHIP.HTML](https://www.rangerover.com/en-gb/explore/classic/ownership.html)



CLASSIC OWNERSHIP

Authentic services, genuine parts and lifestyle accessories.



In our state-of-the-art workshop, our expert technicians leverage decades of experience to ensure your vehicle receives trusted maintenance and servicing.

WORKSHOP SERVICES

SERVICES

FACTORY RESTORATIONS

Whether it's a cherished vehicle passed down through generations, or a vehicle sourced by the experts at Classic, we offer a full factory restoration service, returning your classic Range Rover to showroom condition. With decades of experience and access to an extensive archive of original drawings and specifications, our engineers and technicians have extensive knowledge in the repair and restoration of classic Range Rover vehicles.

[ENQUIRE NOW](#)



GENUINE PARTS

We provide classic parts to thousands of owners worldwide.

Crafted to original specifications using authentic drawings, testing, and original suppliers where possible, our parts deliver uncompromising fit, quality, and durability.

[SHOP NOW](#)

APPROVED VEHICLES

Explore our certified collection of outstanding classic vehicles, sourced globally by our expert team. Looking for something specific? We'll help you find your perfect match.

[FIND OUT MORE](#)



LIFESTYLE

Discover our wide variety of clothing, collectables and accessories. Each item is produced with the same care you have come to expect from us.



RED CANOE SERIES 1 T-SHIRT

Inspired by the vintage advertising artwork and the original Land Rover font.

[SHOP NOW](#)

LAND ROVER CLASSIC X YETI RAMBLER

Made for adventure, combining functionality and timeless design.

[SHOP NOW](#)

LAND ROVER CLASSIC EXPERIENCES



ICONS OFF-ROAD

Take our classic vehicles off the beaten track.

[RESERVE YOUR SPACE](#)

[BUY GIFT CERTIFICATE](#)

VEHICLES

RANGE ROVER
RANGE ROVER SPORT
RANGE ROVER VELAR
RANGE ROVER ODYSSEY

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