

SV ULTIMATE EDITION

DEFINING THE ULTIMATE EXPRESSION OF
PERFORMANCE LUXURY

THE BRIEF

Client:	JLR
Role:	Content Strategist and Copywriter
Scope:	Tone of voice development, design thinking, writing to brand guidelines, narrative design
Platform:	UK Market DX

Creating a dedicated page for the latest Range Rover Sport SV Ultimate Edition, positioning it as the pinnacle of Range Rover Sport performance while remaining unmistakably Range Rover in tone, restraint, and confidence.

Client trusted us to develop a narrative and tone of voice to translate advanced engineering into emotionally compelling and user-friendly copy. This was an entirely collaborative project with UX from start to finish, building the page structure around the copy. Our goal was to create urgency and exclusivity, using bold section headers and compact body copy to preserve white space and increase visual impact.

I chose to avoid aggressive language, common in performance SUVs, focussing instead on a controlled and confident tone.

Everything that came before has led to this; the culmination of boundary-pushing innovation. The ultimate expression of Range Rover Sport SV.

AUTHORITY AND LINEAGE

Positioning the vehicle as a natural conclusion. Signals authority and lineage in a single line. Builds hype for the vehicle while demonstrating restraint. Shows confidence by defining what the vehicle is ('the ultimate expression') while avoiding competitive language.

Feel the full force of Range Rover Sport Ultimate Edition as it launches from 0-60 miles per hour in 3.7 seconds.

An exclusive interpretation of Range Rover Sport. Your chance to own the ultimate performance SUV.

BALANCING NUMBERS

Presenting fact and figures in thrilling ways, getting to the core of what they actually mean for a driver.

REINFORCE RARITY

Never be sales-forward. Ownership language should be aspirational, not transactional. It's not 'buying', it's 'a chance to own'.

RANGE ROVER SPORT SV ULTIMATE EDITION

[HTTPS://WWW.RANGEROVER.COM/EN-GB/NEW-RANGE-ROVER-SPORT/SV-ULTIMATE-EDITION.HTML](https://www.rangerover.com/en-gb/new-range-rover-sport/sv-ultimate-edition.html)

Find your perfect Range Rover. Search in Stock Vehicles.

VEHICLES OWNERS EXPLORE SHOP NOW RANGE ROVER RETAILERS BUILDS SUPPORT & CHAT ACCOUNT

RANGE ROVER SPORT SV ULTIMATE EDITION

From £1,389 per month*

5.9% REPRESENTATIVE APR
49 MONTHS

[CONTACT A RETAILER](#) [VIEW GALLERY](#)



Range Rover Sport SV Ultimate Edition PCP REPRESENTATION: On the Road Price: £122,995. Customer Deposit: £25,200. Total Amount of Credit: £128,895. Finance fee included in first payment: £10. All Money Payments: £1,389. Delivery and Options: £15,000. Total Amount Payable Inc. VED: £168,897. Duration of Agreement: 49 months. Mileage: 10,000 miles per year. Representative APR: 5.9% APR. Interest Rate: 5.9%.

RANGE ROVER SPORT SV VE ENGINE DESIGN [CONTACT A RETAILER](#)

TOP SPEED (UP TO)	MAXIMUM TORQUE (UP TO)	MAXIMUM POWER (UP TO)	0-60 MPH (FROM)
165 mph	750 NM	635 HP	3.7 seconds

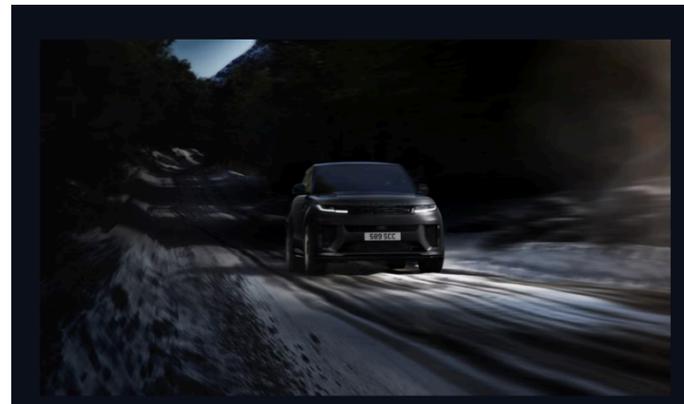
Everything that came before has led to this; the culmination of boundary-pushing innovation. The ultimate expression of Range Rover Sport SV.



FLAT OUT
Composed in every corner. The 4D Dynamics Air Suspension System adapts in real time to virtually eliminate body movement for precise cornering and controlled acceleration and braking.

LEANER. MEANER.
Where every gram counts. Featuring ultra-lightweight 23-inch Forged Carbon wheels - a world first for a production car.*

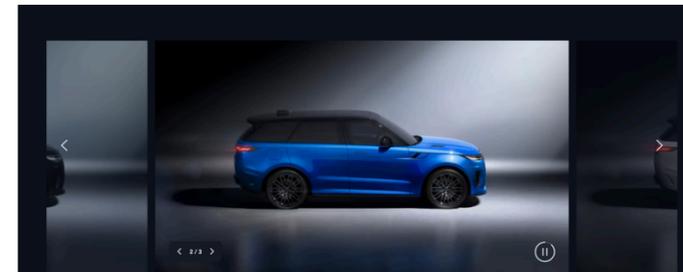
Feel the full force of Range Rover Sport Ultimate Edition as it launches from 0-60 miles per hour in 3.7 seconds.



Command attention. Command the road. Take sporting attitude to the next level.



This limited run is offered in three bold expressions. Choose yours and begin the journey with an exclusive handover experience at the Range Rover Studio.



VELOCITY BLUE GLOSS

23-inch Style 1084 Forged Polished Dark Grey wheels
Blue SV brake calipers
Light Cloud/Ebony interior
Light Cloud/Ebony perforated Windsor leather seats

[CONTACT A RETAILER](#) [VIEW GALLERY](#)



An exclusive interpretation of Range Rover Sport. Your chance to own the ultimate performance SUV.

CHOOSE YOURS

Find your expression of Range Rover Sport SV Ultimate Edition.

[CONTACT A RETAILER](#)



Range Rover Sport PCP
*Representative Example relates to a Range Rover Sport SV Ultimate Edition. 5.9% APR Representative available on Range Rover Sport models ordered between 01 March 2024 and 31st March 2024, and registered by 30th September 2024 at participating retailers only.