

Land Rover North America, Inc



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Quick review

First 4-wheel drive utility vehicle in 1947
North American subsidiary created in 1987

Several brands:
The Land Rover Defender
The Land Rover Discovery
The Range Rover



What is the question to be addressed?

4) What are the distinctive roles of the different brands within the Land Rover line and how do they fit within the Land Rover umbrella brand?



Land Rover Discovery

Mid-size SUV
Most buyers are between 35 and 49 years old
Education: advanced degree
Occupation: professional/managerial
Median income: \$142K
Creation to regain both segments: young people and conservative buyers



Consumer's portrait Range Rover

Full Size SUV
Most buyers are between 35 and 49 years old
Education: advanced degree
Occupation: professional/managerial and others
Median income: \$156K
Intrinsic loyal owners
A consumer lifestyle centered around the brand
Corporate culture with books, courses, events
Values: individualism, authenticity, freedom, adventure, gets superiority



Land Rover Defender

Off Road SUV
It is the original Land Rover vehicle
Customers: police, firefighters, military
Most buyers are between 35 and 49 years old
Education: advanced degree & college degree
Occupation: professional/managerial and others
Median income: \$113K



On what features do Land Rover owners differ?

Defender 88K Miles 12K Feature

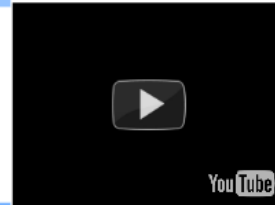
Range Rover & Discovery 75K Miles 12K Feature



Why does this difference exist?

(5) How will the equity associated with the Land Rover brand influence the success of the Discovery? How will the Discovery influence the equity associated with Land Rover?

How Does Land Rover Make 14 MPG Sexy?



How are they the same?

THE EXPERIENCE!!!



Not Repeatable Culture and Not Repeatable Advantage

Land Rover owners told Strategic Vision that their vehicle has an image of (in order of importance), "rugged, adventurous, capable, prestigious, distinctive, bold, and sexy."

The Range Rover and Defender will Motivate the purchase of the Discovery
Every Range Rover seen or mentioned will strengthen the image of the Discovery simply because it is a Land Rover



"Move up!"

And Motivate people to...



The lower price point of the Discovery can help recruit consumers to the brand



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Thank you for your attention!



Questions?