



ABOVE & BEYOND

## 16MY HOLLAND & HOLLAND RANGE ROVER

MARKETING  
BULLETIN

19-OCT-15 | No.: MPR15-24 | Section: PRODUCT / PRICING | Market: USA

Jaguar Land Rover North America, LLC is pleased to announce the introduction of the Holland & Holland Range Rover for 16MY. This exclusive Range Rover will be available in very limited volume. Sales are expected to commence during the first quarter of 2016.



European model shown

### Introduction

On sale in other markets for 15MY, the US market Holland & Holland Range Rover will commence production around December 2015 with initial deliveries in Q1 of 2016. The Holland & Holland Range Rover has been created in partnership with Holland & Holland, a bespoke manufacturer of world-class shotguns. The Holland & Holland Range Rover represents the partnership of two iconic, British brands to create a Range Rover with exquisite detailing and fine craftsmanship befitting only of Range Rover and Holland & Holland.

## **Product Overview**

The Holland & Holland Range Rover is based on the SVAutobiography. In addition to content found in the SVAutobiography, Special Vehicle Operations (SVO) craft the vehicle further to include subtle Holland & Holland feature touches that tastefully integrate the two Brands into a unique product offering.

The Holland & Holland Range Rover is one of the most unique, luxurious and exclusive Range Rovers built to date.

## **Volume Available**

Around 100 units will be available globally, with about one third of that number being available to US customers.

## **Order / Allocation Process**

See pg. 8 for the allocation and order process.

## **Product Specification**

**The Holland & Holland Range Rover will be built to a single specification with no options.**

In addition to the equipment included with the 16MY Range Rover SVAutobiography (Bulletin MPR15-10R), the Holland & Holland Range Rover will include the following additional features and detailing:

### **Exterior Highlights**

- Custom Paint Formulation – Holland & Holland green signature color
- Unique finish to front grille – painted Holland & Holland green
- Painted finish to door handle
- Holland & Holland exterior badging on side vents and tailgate



European model shown

- Unique finish to vehicle side grille



European model shown

### Interior Highlights

- Deployable load floor – giving easy access to the leather trimmed gun case
- Unique interior color theme of espresso and tan
- Holland & Holland illuminated tread plates - Illuminated tread plates on all four door sills carry the Holland & Holland logo. Also featured are the unique design floor mats:



European model shown (Right Hand Drive Model)



- Engraved door handles – All four door handles carry the acanthus scroll design which is evident on many Holland & Holland products. This reflects the craftsmanship values shared between both brands:



European model shown (Right Hand Drive Model)

- Engraved dashboard trim with diamond pattern - A unique dashboard finisher has been designed for the vehicle, based on the diamond patterns used on the fore end of the rifles and guns that Holland & Holland manufacture:



European model shown (Right Hand Drive Model)



- French Walnut veneers throughout the vehicle are sustainably sourced. This wood is the same as that used in the production of the Holland & Holland gun stocks and is highly polished to match. Also note custom commissioning plaque in center console behind rotary shifter and inlay of Holland & Holland script in instrument panel veneer:



European model shown (Right Hand Drive Model)

- Holland & Holland stitching on seats
- Luggage area cover to match new interior color theme
- Custom owner's manual cover – embossed with Holland & Holland logo

- Rear Seat Amenities and Unique Interior Theme – Based on the Espresso and Tan color combination, the interior color theme is unique to this vehicle. The interior is trimmed with extended tan leather to areas of the cabin that cannot be replicated on any other Range Rover product. The rear cabin features executive class seating and wood trimmed, electrically deployable, tables:



European model shown (Right Hand Drive Model)

- Load Space – The load floor is deployable to allow easy access to items placed at the rear of the load space. The floor slides forward onto the lower tailgate to provide access to the gun case affixed to the floor. The gun case represents a gun storage system for two shotguns, is lockable and can be removed from the vehicle. The exterior of the case is trimmed in leather. The internal separators are custom made to each customer's specific pair of shotguns\*:



European model shown

Shotguns not included

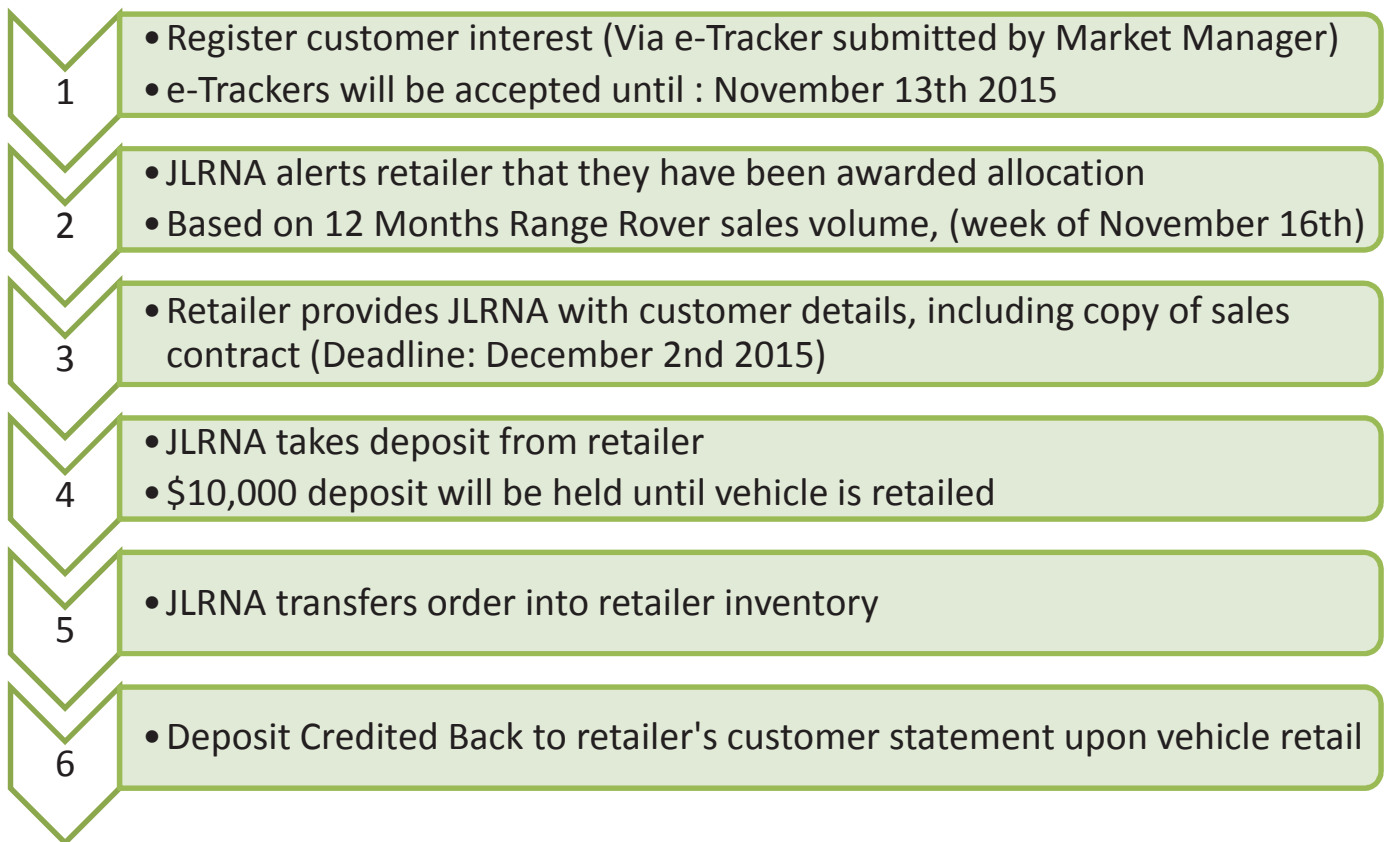
\*Gun case customization. Holland & Holland shotguns are custom built to an individual customer. As a result we are able to match the gun case to carry individual sized shot guns. ***There will be a future communication that will provide further detail about the format and key dimensions needed in order to secure gun case customization.***

This information must be provided no later than Dec 2<sup>nd</sup> to allow time for customization to take place. Please see Step 3 of the Order Process on the following pages

If you do not provide shot gun size details at the time of order / Step 3 of the Order Process, it will not be possible to provide customized gun case inserts matching your customers specific shotguns. Customization will not be possible once the vehicle has left the SVO build facility.



**The following is the order process for the Holland & Holland Range Rover:**



- 1. Register customer interest:** Contact your market manager and have them submit an e-Tracker request on your behalf. **e-Trackers will continue to be accepted until November 13<sup>th</sup>, 2015.**
- 2. Allocation:** JLRNA has a limited supply of Holland & Holland Range Rover vehicles. **Only retailers that are on the e-Tracker list will potentially qualify for an allocation. Actual allocation will be made based 12 month total Range Rover volume.**

If a retailer submits multiple e-Trackers for multiple customers, a second vehicle will not be allocated to that retailer until all retailers who have submitted an e-Tracker have been allocated at least one vehicle. If there is a second vehicle to allocate to any retailer, we will revert to the beginning of the list in order of 12 month total Range Rover sales volume.

JLRNA will alert you, via email, that you have been awarded allocation. Allocations will start the week of **November 16<sup>th</sup>, 2015.**

3. Once JLRNA has notified you of allocation, you must send the customer details including any specific shot gun size requirements, via email, to [distribu@jaguarlandrover.com](mailto:distribu@jaguarlandrover.com). – **Deadline December 2<sup>nd</sup>, 2015**. The order email must contain the following information for it to be considered valid:
  - a. Customer information.
  - b. Proof of deposit (where allowed by law). Recommended dollar amount: \$10,000
  - c. Copy of sales contract
  - d. Dimensions of shotguns to be carried in gun case. (Further information regarding the specific details required will be communicated prior to notification of allocation).

Only a confirmation email from JLRNA will secure a Holland & Holland Range Rover vehicle for your customer(s). Please inform your customer that an e-Tracker request does not guarantee a Holland & Holland vehicle.

JLRNA reserves the right to reject an order if the customer is deemed to be a broker/exporter or if the order email is missing any of the required information

4. JLRNA will take a deposit of \$10,000 directly from the qualifying retailer via the customer statement within 10 days of JLRNA accepting the order.
5. JLRNA transfers order into retailer inventory.
6. Once the vehicle is invoiced and delivered to the Retailer, the deposit will be credited back to the retailer's customer statement.

**Closing statement:**

This special allocation procedure is designed to create a fair and clear process to ensure vehicles are being allocated to legitimate customer orders. JLRNA also wants to ensure we help retain value, avoid speculation and provide a means for both current Range Rover / Holland & Holland customers to access a vehicle that will be available via very limited release.

For questions about the process, please contact the Distribution Hotline (800) 396-7373 - opt. 2

# HOLLAND & HOLLAND RANGE ROVER

## 2016 Model Year:

Destination & Delivery

MSRP \*

**Range Rover SVAutobiography LWB (RCBW/350KL)**

**\$995**

**\$ 244,500**

\* This pricing does NOT include \$995 destination and delivery charge.

**Red highlighted items are new for 2016MY**

## Additional Features with SVAutobiography Specification

Vista Codes

### SVAutobiography

**350KL**

550 hp 5-Liter Supercharged V8

Unique SVAutobiography 21" 7 Spoke Alloy Wheels - Style 706 with High Gloss Polished Finish

Full Semi-Aniline Perforated Leather Seats with Unique Seat Design and Stitching, Full Perforated Leather Headliner

Leather Wrapped: Lower A, B and C Pillars, Upper D Pillar, Loadspace Sides, Seat Backs

20 Way Driver & Passenger Power Front Seats including Upper Seat Articulation

Rear Executive Seating with 17 Degrees of Recline, Power Deployable Rear Seat Tables with Leather Top Surface and Integrated USB Charging Sockets

Enhanced Rear Seat Center Console Design including Additional Storage and Chiller Compartment with Glasses

Rear Seat Side Glass Powered Sunblind, Rear Foot Rests with Rear Passenger Power Calf Rest

Grille Surround in Santorini Black, Grille Surround Inner in Bright Chrome, Grille Mesh with Bright Chrome Inserts, Inner Grille Mesh in Dark Atlas

Unique SVAutobiography Badge on Tailgate, Unique Side Fender Vents with Distinctive Chrome Detail

Unique Door Handle Treatment, Door Accent - "L" Insignia Letter on Lower Door Side Trim to Indicate Long Wheelbase (LWB)

Unique Chrome Upper Tailgate Finisher, Brushed Stainless Lower Tailgate Closure / Finisher Panel (between upper and lower tailgates)

Signature Rear Lamp Design, Overhead Sunblind Switch, Extended Configurable Interior Mood Lighting, Ski Hatch, Illuminated Aluminum Tread Plates with Unique Scripting

### Holland & Holland Specific:

Custom Paint Formulation - Holland & Holland green signature color

Unique finish to front grill

Holland & Holland exterior badging on side vents and tailgate

Unique finish to vehicle side grill

Painted finish to door handle

Leather trimmed gun case located in the luggage area, with the Holland & Holland logo embossed into the leather

Deployable load floor

Unique interior color theme of espresso and tan

Holland & Holland illuminated tread plates

Engraved door handles, matching Holland & Holland scroll patterns

Engraved dashboard trim with diamond pattern

Custom commissioning plaque on center console behind rotary shifter

French Walnut veneers throughout the vehicle

Inlay of Holland & Holland script in instrument panel veneer

Holland & Holland stitching on seats

Luggage area cover to match new interior theme

Unique design floor mats

Custom owner's manual cover - embossed with Holland & Holland logo

Power Deployable Rear Seat Tables with Wood Top Surface

**Note: Vehicle pricing and specification subject to change**