

Land Rover SA goes (Springbok) green

Land Rover South Africa has gone green with a one-of-a-kind Range Rover Sport SVR in support of the Springboks' bid for the Rugby World Cup 2019™.



Created in three-way partnership with Land Rover's Special Vehicle Operations (SVO) in the UK, Land Rover South Africa and the South African Rugby Union (Saru), the vehicle is the first and only vehicle to be completely finished in the national team's very specific green hue. The exact Pantone colour match was applied to the Range Rover's bare shell at the very start of its build process at SVO's dedicated paint facility. Custom Springbok logos and bespoke yellow brake calipers finish off the exterior's visual enhancements.

Normally reserved for Land Rover's logos, the circular plaques on the B-pillars and front and rear treadplates now also feature Springbok insignias and script. Custom touches inside include special yellow shift paddles, and contrast yellow stitching on the seats and door panels. The interior mood lighting has also been adapted to radiate a green glow.

"Land Rover and rugby go hand-in-hand so it only made sense to demonstrate the allegiance in automotive form. We have a great resource in SVO, and its capabilities are ideal to make the connection between the Land Rover and Springbok brands a tangible reality. We hope each member of the Springbok team appreciates the final product as much as we do," Tina Pienaar-Smit, Jaguar Land Rover PR and sponsorship specialist, said.

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