Land Rover Defender 2,000,000 to Star In Public Exhibition Ahead of Its Charity Auction At Bonhams

Monday 30 November, 2015

Related Sectors:

Motoring ::

Scan Me:

A two-day Series Land Rover and Defender heritage exhibition will be on display at Bonhams London from 15-16 December ahead of the prestigious charity auction of the Defender 2,000,000. The exhibition will celebrate 67 years of UK production and chart the Defender's journey to becoming a global automotive icon.

Prospective bidders and the general public are invited to preview the Defender 2,000,000 throughout the specially curated exhibition, which celebrates almost seven decades of Land Rover production at the Solihull manufacturing facility in the UK.

With a 'hall of fame' depicting the Land Rover playing a supporting role to Hollywood heroes such as Steve McQueen and Daniel Craig in his role as James Bond 007 and Sir Winston Churchill and British nobility including Her Majesty The Queen, the exhibition will illustrate the journey of an icon that has travelled the world, playing a key role in expeditions and touching the lives of countless millions through Land Rover's longstanding humanitarian and conservation work with partners such as the British Red Cross and the Born Free Foundation.

Visitors will be encouraged to share their Defender stories and journeys with a wall dedicated to capturing the moment that Land Rover made an impact on their lives.

Roger Crathorne will be on hand to talk to visitors during the exhibition. Roger is known simply as 'Mr Land Rover' to Royalty, VIP customers and global explorers worldwide. With more than 50 years' service with Land Rover, Roger's vast knowledge of the company, experience of driving the product in the world's most inhospitable regions and passion for the brand is invaluable.

Roger Crathorne comments: “The Series Land Rover and Defender have played a huge role in the lives of people all over the world for almost 70 years and to be able to offer it a fitting send off as it nears the end of production is an honour for me. Through the creation of the exhibition we have really got under the skin of just what has made Defender such a loved vehicle. We hope that the exhibition really brings to life the richness of the vehicle's heritage and why it has had such longevity."

The exhibition will precede a prestigious charity auction where collectors and Defender fans will be given the opportunity to own the Defender 2,000,000, a unique piece of Land Rover history. Reflecting Defender's heritage, all proceeds will be donated in their entirety to Land Rover's humanitarian and conservation partners – the International Federation of Red Cross and Red Crescent Societies (IFRC) and the Born Free Foundation.

The Defender 2,000,000 is a one-of-a-kind vehicle that was assembled over ten days earlier this year by 33 Land Rover brand ambassadors and enthusiasts including adventurer Bear Grylls and British entrepreneur Theo Paphitis. Representatives from the IFRC and Born Free also made the journey to Solihull to fit their part to the vehicle, including actress and founder of the Born Free Foundation Virginia McKenna OBE.

Interested visitors and bidders can drop into the exhibition at Bonhams on New Bond Street, London free of charge any time from 09:00hrs to 17:00hrs on Tuesday 15 December and from 09:00hrs on Wednesday 16 December with the auction starting at 18:00hrs. Potential bidders must purchase an auction brochure to be eligible to bid. See www.bonhams.com for more information.

ENDS

For further information go to www.media.landrover.com or contact:

Chris Thorp, Senior Manager, Global Public Relations, Land Rover
cthorp@jaguarlandrover.com
+44 (0) 7990 084951

John Paul Mooney, Manager, Global Public Relations, Land Rover
jmoone10@jaguarlandrover.com
+44 (0) 7764 377358

Editors Notes:

ABOUT LAND ROVER

Since 1948 Land Rover has been manufacturing authentic 4x4s that represent true 'breadth of capability' across the model range. Defender, Discovery, Discovery Sport, Range Rover Sport, Range Rover and Range Rover Evoque each define the world's 4x4 sectors, with 80% of this model range exported to over 170 countries.

ABOUT DEFENDER 2,000,000

The 'Defender 2,000,000' vehicle features a plethora of distinctive finishing touches. A map of Red Wharf Bay – where the design for the original Land Rover was first drawn in the sand – is engraved into the aluminium fender, which contrasts with the exterior Indus Silver satin paint. A unique 'no 2,000,000' badge sits on the rear of the vehicle, which is mirrored on the interior console. The design is finished with Santorini Black wheels and wheel arches, roof, door hinges, grille and mirror caps.

Inside, the leather seats also feature the 'Red Wharf Bay' graphic and 'no 2,000,000' logos have been stitched on the headrests. A bespoke aluminium plaque, signed by everyone who helped to assemble the vehicle is fitted to the driver's seat plinth. On the front and rear, S90 HUE registration plates – a reference to the first ever pre-production Land Rover, registration 'HUE 166' – complete this one-of-a-kind Land Rover Defender.

Production of the original Land Rover Series I began at the famous Lode Lane facility in 1947 ahead of its launch at the Amsterdam Motor Show on 30 April 1948. Since then two million examples of the Series I, II III and Defender have been produced at Solihull.

The S90 HUE number plate references the first ever pre-production Land Rover, registration 'HUE 166,' nicknamed 'Huey'. This Defender 90 Station Wagon was designed by Land Rover's Design Director and Chief Creative Officer Gerry McGovern and his team and executed by Land Rover's Special Vehicle Operations team.

The vehicle combines the heritage of the Series Land Rovers with the premium finishes found on today's Defender Autobiography. Inside the vehicle, leather and machined aluminium touches complete the interior, including the fascia, steering wheel, gear knob and transfer knob, hand brake and door casings, all offering a premium finish.

ABOUT BONHAMS

Bonhams, founded in 1793, is one of the world's largest auctioneers of fine art and antiques. Today, the auction house offers more sales than any of its rivals. The main salerooms are in London, New York and Hong Kong. Sales are also held in the UK in Knightsbridge, Oxford and Edinburgh; in the US, in San Francisco and Los Angeles; in Europe, in Paris and Stuttgart and in Sydney, Australia. Bonhams also has a worldwide network of offices and regional representatives in 25 countries offering sales advice and valuation services in 60 specialist areas. For a full listing of forthcoming sales, plus details of Bonhams specialist departments, please visit www.bonhams.com

ABOUT THE AUCTION

The auction will be held on Wednesday 16 December 2015 at 6pm, 101 New Bond Street, London.

SALE NUMBER: 23247

CATALOGUE: £20.00 + p&p

BIDS +44 (0) 20 7447 7448 or +44 (0) 20 7447 7401 fax

To bid via the internet please visit: www.bonhams.com

Live online bidding is available for this sale. Email bids@bonhams.com with “Live bidding" in the subject line 48 hours before the auction to register for this service.

ENQUIRIES – Motor Cars: +44 (0) 20 7468 5801 or +44 (0) 20 7468 5802 fax / ukcars@bonhams.com

ABOUT BORN FREE FOUNDATION

The Born Free Foundation is a dynamic international wildlife charity, devoted to compassionate conservation and animal welfare. Born Free takes action worldwide to protect threatened species and stop individual animal suffering. Born Free believes wildlife belongs in the wild and works to phase out zoos. Born Free rescues animals from lives of misery in tiny cages and gives them lifetime care.

Born Free protects lions, elephants, tigers, gorillas, wolves, polar bears, dolphins, marine turtles and many more species in their natural habitat, working with local communities to help people and wildlife work together without conflict. The organisation's high-profile campaigns change public attitudes, persuade decision-makers and get results. Every year, Born Free helps hundreds of thousands of animals worldwide. www.bornfree.org.uk

ABOUT IFRC

The International Federation of Red Cross and Red Crescent Societies (IFRC) is the world's largest volunteer-based humanitarian network, reaching 150 million people each year through its 189 member National Societies – including the British Red Cross. It acts before, during and after disasters and health emergencies to meet the needs and improve the lives of vulnerable people. It does so with impartiality as to nationality, race, gender, religious beliefs, class and political opinions.

Land Rover has committed to a five-year, £15million, partnership with the IFRC which aims to benefit thousands of people around the world. The partnership supports humanitarian projects such as improving water and sanitation, health and social care programmes and disaster planning in countries such as Australia, the UK, Niger and South Sudan. Where necessary, Land Rover also loans and donates vehicles to help national societies reach hard to access communities.www.ifrc.org

Company Contact:

_

Pressat Wire

E. support[@]pressat.co.uk

View Online

Newsroom: Visit our Newsroom for all the latest stories:
https://www.wire.pressat.co.uk