Land Rover Sells For Record £400,000 At Bonhams Charity Auction

Wednesday 16 December, 2015

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A one-of-a-kind Land Rover Defender sold for a record £400,000 at a prestigious charity auction at Bonhams tonight, from which all proceeds are being donated to Land Rover's humanitarian and conservation partners. This is the thought to be the most valuable production Land Rover ever to be sold at auction.

The unique vehicle, the two-millionth of the iconic Series Land Rover and Defender models manufactured at Land Rover's Solihull plant since 1948, was sold to a bidder from Qatar. The vehicle was built in May 2015 by an all-star cast of brand ambassadors and people from Land Rover's history including Bear Grylls, Virginia McKenna OBE and Stephen and Nick Wilks, sons of the founders of Land Rover. All proceeds from the sale will be donated to Land Rover's humanitarian and conservation partners: the International Federation of Red Cross and Red Crescent Societies (IFRC), who will use the donation to help communities in South-East Nepal to improve how they tackle natural disasters, and the Born Free Foundation who plan to use the funds to support the 'Project Lion Rover' wildlife conservation initiative in Meru National Park, Kenya. The project provides critical equipment to help protect lions and other wildlife and establishes education and community involvement to tackle issues such as snaring and poaching.

Attendee Joanna Lumley, Founder Patron of international wildlife charity the Born Free Foundation, expressed the importance of donations in the work they do worldwide to save lives, stop suffering and protect species in the wild: “To raise such a substantial amount with the sale of one vehicle is phenomenal. Without the support of the public and partners such as Land Rover, we would not be able to effectively make a positive change to the world as we know it."

Born Free Foundation Founder and Trustee Virginia McKenna OBE said: “Despite seriously lacking mechanical skills, I was given the great privilege of attaching the number plates to this very special Defender. Land Rover has been in our lives since 1964, when my husband Bill and I went to Kenya to film 'Born Free'. Each day we went out in our vehicle with George Adamson and a lion; out on to the plains for our early morning walk. We are delighted that the money raised from today's auction will help Born Free's work with wildlife in the Meru area of Kenya."

Mike Adamson, Chief Executive of The British Red Cross said: “We are extremely grateful to Land Rover for so generously donating half the proceeds of the sale of this one-off vehicle towards our work in Nepal. The Red Cross has used Defenders in humanitarian work and relief efforts in the UK and around the world since the early 1950s and has benefited from Land Rover's support on many occasions through vehicle donations and loans. This vitally important project in Nepal – the 18th supported by Land Rover – will improve the lives and livelihoods of thousands of people and communities."

John Edwards, Managing Director of Jaguar Land Rover's Special Operations, who oversaw the build of the car, said: “Earlier this year, we had the opportunity to turn a milestone Land Rover into a true collector's car. With the expert help of my SVO team and a handful of willing Land Rover ambassadors, we created something unique and very special. Tonight's sale will go down as part of our history. Of course, Defender has a future and will live on in its own right. But the original Series Land Rovers and Defenders will also continue to thrive through our Jaguar Land Rover Heritage division."

Robert Brooks, Bonhams Chairman, said: “It's a great privilege for Bonhams to have been selected by Land Rover to offer this historically significant, one-of-a-kind Defender at auction. Following spirited bidding, the gavel finally fell to a delighted bidder on the telephone, achieving an excellent six-figure sum for two wonderful charitable causes."

The vehicle, built as part of a year of celebrations for the much loved 4x4 which will cease manufacturing in Solihull in January 2016, boasts a host of distinctive and bespoke finishing features including an engraved map of Red Wharf Bay – where the design for the original Land Rover was first drawn in the sand, and a unique 'no 2,000,000' badge. 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. Special S90 HUE registration plates provide a fitting tribute to the first ever pre-production Land Rover, registration 'HUE 166'.

For more information and content about the Land Rover Defender please

visithttp://www.landrover.com/above-and-beyond/celebrate-defender/index.html

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

Kim Palmer
Public Relations Manager, Land Rover UK
T: 02476 564 129
M: 07795 666 169
E: kpalmer@landrover.com

Tracey Tompsett
Senior Press Officer, Land Rover UK
T: 02476 565 210
M: 07469 032 064
E: ttompset@landrover.com

Jessica Rumboll
Press Officer, Land Rover UK
T: 02476 564 258
M: 07880 177 300
E: jrumboll@landrover.com

Follow us on Twitter: @LandRoverUKPR

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 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 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

Land Rover's global partnership with the International Federation of Red Cross and Red Crescent Societies aims to provide £15 million worth of support and reach hundreds of thousands of beneficiaries over a five year period to 2018.

This award-winning initiative now covers in variety of humanitarian programmes around the world, such as health awareness in South Africa; social care in Italy, Portugal and the UK; resilience in Australia; and water and sanitation projects in South Sudan and Burundi.

For more information visit: http://www.redcross.org.uk/landrover.

The British Red Cross helps millions of people in the UK and around the world to prepare for, respond to and recover from emergencies, disasters and conflicts.

Our volunteers and staff help people in crisis to live independently by providing support at home, mobility aids and transport. We also teach first aid skills. We are part of the global Red Cross and Red Crescent humanitarian network.

We refuse to ignore people in crisis.

The Nepal Red Cross has extensive experience in responding to natural disasters and has spent years preparing for earthquakes, including providing hundreds of thousands of people in the Kathmandu Valley earthquake preparedness information. Thousands more have been trained in first aid, and light search and rescue techniques.

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