

New Land Rover Defender to launch on YouTube

The new Land Rover Defender will launch on 16 July in South Africa via a 110-minute online streaming event on YouTube. Informative discussions, interesting news and an in-depth look at the reimagined icon are planned to take place during the virtual event.

Xola Ntshinga has been enlisted to lead the show and the well-known sports presenter will take viewers on a journey through various segments exploring the Defender's historical importance and its rebirth as an adventure vehicle for the digital generation.

Jaguar Land Rover South Africa and Sub-Sahara Africa managing director Richard Gouverneur will introduce the New Defender to Africa by outlining some key design elements and features and will be backed up on screen by guest appearances from some notable Land Rover ambassadors.

Bryan Habana, who fell in love with the New Defender when he witnessed it driving onto the field after the Springboks took the Rugby World Cup final in Japan last year, will join the discussion and dig deep into the vehicle's advanced technologies.

Humanitarian adventurers Kingsley and Ross Holgate share a deep love for Defender, having owned 15 of them since the early 1970s. Defenders have played integral roles in assisting the Kingsley Holgate Foundation to deliver aid to millions of

people in need in every African country and beyond.

The father and son will weigh in on the New Defender's capabilities, share some first impressions and tell some fascinating stories about their experiences with previous Defenders on many incredible expeditions.

The screening will be divided into five topics covering heritage, design, tech, capability and purpose, and each segment will offer numerous interviews, short films and inserts to paint a complete picture for viewers on where the New Defender came from, how it was developed and what it will offer customers in Africa.

Viewers who log into the stream and engage with Land Rover stand a chance to win two Experience Johannesburg half-day vouchers to drive and experience the New Land Rover Defender, as well as some runner-up Defender hampers from the Lifestyle Collection and GoPro cameras.

The streamed special will be aired at 4pm on 16 July on Land Rover South Africa's YouTube channel. Anyone is welcome to tune in [here](#).

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