

DEFENDER OCTA: A NEW HIGH-PERFORMANCE HERO



New Defender OCTA will be the toughest, most capable and luxurious Defender ever

- British adventure brand Defender will introduce a new high-performance all-terrain hero in 2024
- New Defender OCTA will be the most powerful Defender ever, with V8 Twin Turbo power
- 6D Dynamics suspension with pitch and roll control enables outstanding all-terrain performance
- A new diamond-inspired signature graphic will adorn all future flagship Defender models
- Defender Elements events series will exclusively preview Defender OCTA for prospective clients
- Clients interested in the first Defender OCTA release are invited to contact their retailer now, visit www.landrover.com/defender

Gaydon, UK – Tuesday 26 March 2024: Original British adventure brand Defender will introduce a new high-performance, all-terrain hero in 2024: New Defender OCTA.

The new flagship Defender will be the toughest, most capable and luxurious model in the line-up, charting new territory for the brand.



Mark Cameron, Managing Director, Defender, said: *“Defender has been synonymous with all-terrain capability, with a bloodline tracing back to the Series 1 in 1948. New Defender OCTA will take this to another level, with a dramatic stance, innovative technology and unparalleled attention to detail. With astounding performance and a bold new attitude, it will enable our clients to master epic adventures in heightened luxury.”*

Defender OCTA will feature V8 Twin Turbo mild-hybrid petrol power and class-leading 6D Dynamics air suspension, enabling extreme performance across all terrains.

Available for the first time on Defender, 6D Dynamics will give Defender OCTA an unparalleled breadth of capability, comfort and composure, whether on-road or off-road.

The hydraulic interlinked 6D Dynamics technology features an innovative pitch and roll control system that will enable Defender OCTA to maintain a near-level stance during acceleration, braking and cornering on-road, while also maximising independent wheel travel and articulation across the most demanding off-road terrain.

Reflecting the vehicle’s luxury credentials, a diamond’s octahedron shape inspires the new OCTA name – diamond being the hardest naturally occurring substance on Earth, renowned for its rarity.

A new encircled diamond graphic symbolizes the flagship Defender model. It features on a number of interior and exterior components, including as a gloss black diamond within a machined and sandblasted titanium disc on each Signature Graphic panel. Titanium has also been chosen for its robustness and resilience to the elements in its natural state.

Mark Cameron added: *“The Defender OCTA name and signature graphic are representative of the vehicle’s strength, resilience and desirability – inspired by the vehicle’s diamond-like tough luxury credentials. The new signature graphic is particularly significant as it will be the first time it is seen on a Defender – and it will identify all flagship Defender models in the future.”*

Defender OCTA is undergoing the most exhaustive development regime in Defender history, from the snow and ice of Sweden to Dubai desert, Nürburgring tarmac and Moab rock crawls.

Ahead of its full reveal later this year, prospective clients will be invited to attend exclusive previews as part of a new global Defender Elements series. Clients interested in registering for the first release of Defender OCTA are invited to contact their Defender retailer now.



Find your nearest Defender retailer at www.landrover.com/defender

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Notes to Editors

About Defender

Defender embraces the impossible. Each member of the Defender family is purposefully designed, highly desirable and seriously durable. A modern-day hero that respects the past but at the same time anticipates the future.

Available in 90, 110 and 130 body styles, with up to eight seats, each has a charisma of its own.

As part of our vision of modern luxury by design, Defender 110 is available as an electric hybrid.

Defender Hard Top means business, with 90 and 110 body styles for professional capability.

A beacon of liberty tracing back to 1948, Defender supports humanitarian and conservation work with the International Federation of Red Cross and Red Crescent Societies and the Tusk Trust.

The Defender brand is underpinned by Land Rover – a mark of trust built on 75 years of expertise in technology and world-leading off-road capability.

Defender is designed and engineered in the UK and sold in 121 countries. It belongs to the JLR house of brands alongside Range Rover, Discovery and Jaguar.

Important notice

JLR is constantly seeking ways to improve the specification, design and production of its vehicles, parts and accessories and alterations take place continually. Whilst every effort is made to produce up-to-date literature, this document should not be regarded as an infallible guide to current specifications or availability, nor does it constitute an offer for the sale of any particular vehicle, part or accessory. All figures are manufacturer's estimates.

Further Information

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