



MEDIA INFORMATION

RANGE ROVER EVOQUE WINS GREEN APPLE AWARD FOR ENVIRONMENTAL QUALITY FOR SECOND CONSECUTIVE YEAR

- Range Rover Evoque honoured with a Green Organisation 2013 Green Apple award as the “greenest small SUV”
- Award, judged by members of the Midland Group of Motoring Writers, goes beyond official environmental statistics to look at real-world green performance, owner appeal and driving quality
- Second Green Apple win for Evoque following its debut success in 2012
- Award presented to Land Rover at the Houses of Parliament

Whitley, UK, 14th November 2013 – The Range Rover Evoque has been named as the pick of the motoring crop in terms of day-to-day performance, winning a second successive Green Apple Award. Presented by the Green Organisation at a ceremony held at the Houses of Parliament, London, the award for “greenest vehicle” is judged by members of the Midland Group of Motoring Writers.

Evoque came out on top in the category for smaller SUVs and 4x4s, maintaining its advantage in the opinions of the professional journalist members of MGMW.

Ian Donaldson, group chairman, said: “Our members were asked for a third year to vote for their Green Apple Award winners, using the experience we have with the vehicles and the technology that lies behind them. However, we didn’t ask members simply to list the most fuel efficient cars as measured by official statistics. We wanted our nominations to reflect the real world that hard-pressed motorists must live in, and we wanted our winning cars to be good on the road, too.”

Members once again gave high praise to the Evoque, with remarks including “stunning looks, really easy to drive around town” and “it remains a car that turns every drive into an event, even going to the shops”.

A third judge commented: "Good to know that a car can both look great in town and still tackle the rough stuff if it has to. The Evoque is still the car that does both best in its class."

The Green Organisation, based in Northamptonshire, is an independent, non-political and not-for-profit environment group dedicated to recognising, rewarding and promoting environmental best practice around the world. Its annual awards, launched in 1994, reflect environmental achievements and advances in all sectors and walks of life.

Jeremy Hicks, Managing Director, Jaguar Land Rover UK commented: "We are delighted with this second success in the Green Apple Awards, which we believe reflects the enduring qualities we have put at the heart of the Range Rover Evoque. Combining strong residual values and highly competitive cost of ownership, with ground-breaking contemporary styling and engineering makes it rewarding and practical for everyday driving, and a genuine Land Rover thanks to its excellent all-terrain abilities.

"In terms of its environmental profile, it demonstrates how our class-leading application of lightweight materials and construction techniques is delivering significant gains in fuel and emissions efficiency, without diminishing the fundamental strengths that are synonymous with the Land Rover brand."

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