

Land Rover hits the waves – and roads - with major sponsorship
Mindshare creates unique surf partnership for iconic nameplate

February 16, 2010: Land Rover this month launches its headline sponsorship of the Quiksilver Pro – one of Australia’s biggest professional surf events - as part of a wide-ranging concept deal and strategy developed by media agency Mindshare, part of STW Group.

The deal sees Land Rover introduced as the presenting sponsor of the Quiksilver Pro for the first time when the competition starts at Snapper Rocks on the Gold Coast on February 26 through to March 10. The event marks the start of the ASP World Tour.

To kick off the partnership, Mindshare also developed the Land Rover ‘Road to the Pro’; a unique journey which will see big name surfers and ex-professionals driving the latest Land Rover Defender 90 vehicles from Quiksilver’s head office in Torquay, to the Gold Coast for the start of the event.

Those on board the new vehicles will be surfing at various points along the east coast of Australia, visiting Land Rover dealerships for events and off-roading the brand’s latest offering, the New Defender 90.

All the action of the trip will be captured and viewed at a specially developed blog <http://blog.quiksilver.com.au/>; and a range of short films are being created using interviews of the surfers - another creative concept developed by Mindshare as part of the sponsorship deal.

“We developed the sponsorship deal, and the ‘Road to the Pro’ as a way of effectively communicating elements of Land Rover’s iconic nameplate, and launch its New Defender 90 to a fresh and youthful market,” said Mindshare’s Activation Manager, Emma Robertson.

“The surfing world was a perfect fit for Land Rover, attracting huge numbers among its active, fashionable 25-34 target audience. While the presenting sponsorship opportunities were fantastic, we thought it was also important to broaden the partnership and provide other opportunities to expose the brand, so we developed ‘Road to the Pro’,” she explained.

“The ‘Road to the Pro’ journey, and the content created along the way, will provide another platform to communicate the key elements of the New Defender 90 of Tough, Escape and Design in a format that will appeal to the surfing market, and allow for easy sharing through social media,” Robertson continued.

“The deal also provides incentives for dealers with VIP event access and signed surfboards among the benefits, so this really is a wide-ranging strategy that builds the Land Rover and New Defender 90 brands *and* helps to drives sales.”

Land Rover will also extend its partnership at the event itself through ownership of the ‘Defender 90 Wave of the Day’, which showcases the most impressive surfing manoeuvre. On-site signage, banners, and logo association on all media materials, and



a dedicated marquee to showcase the New Defender 90 at the event also form part of the presenting sponsor benefits.

Other elements of the event and Land Rover's involvement can be found at www.quiksilverpro.com.au

Mindshare is part of GroupM and STW Group, Australia's leading marketing content and communications services groups.

Ends.

For more information contact:

**Rebecca Tilly
STW Group
Ph: 0410 501 043**