

CLASSIC DRIVER

Designer Paul Smith creates one-off Land Rover Defender

Lead

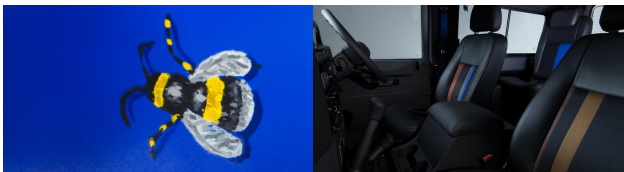
Longstanding Defender fan and owner, Sir Paul Smith, has teamed up with Land Rover to create a distinctive one-off model...

Inspired by the countryside



Built by Land Rover's Special Vehicle Operations, the Paul Smith Defender was recently unveiled at the designer's shop at No. 9 Albermarle Street in Mayfair, London. The bespoke model features a total of 27 different exterior colours, all chosen by Smith, who took inspiration from the British countryside and Defenders used by the Armed Forces.

A touch of British humour



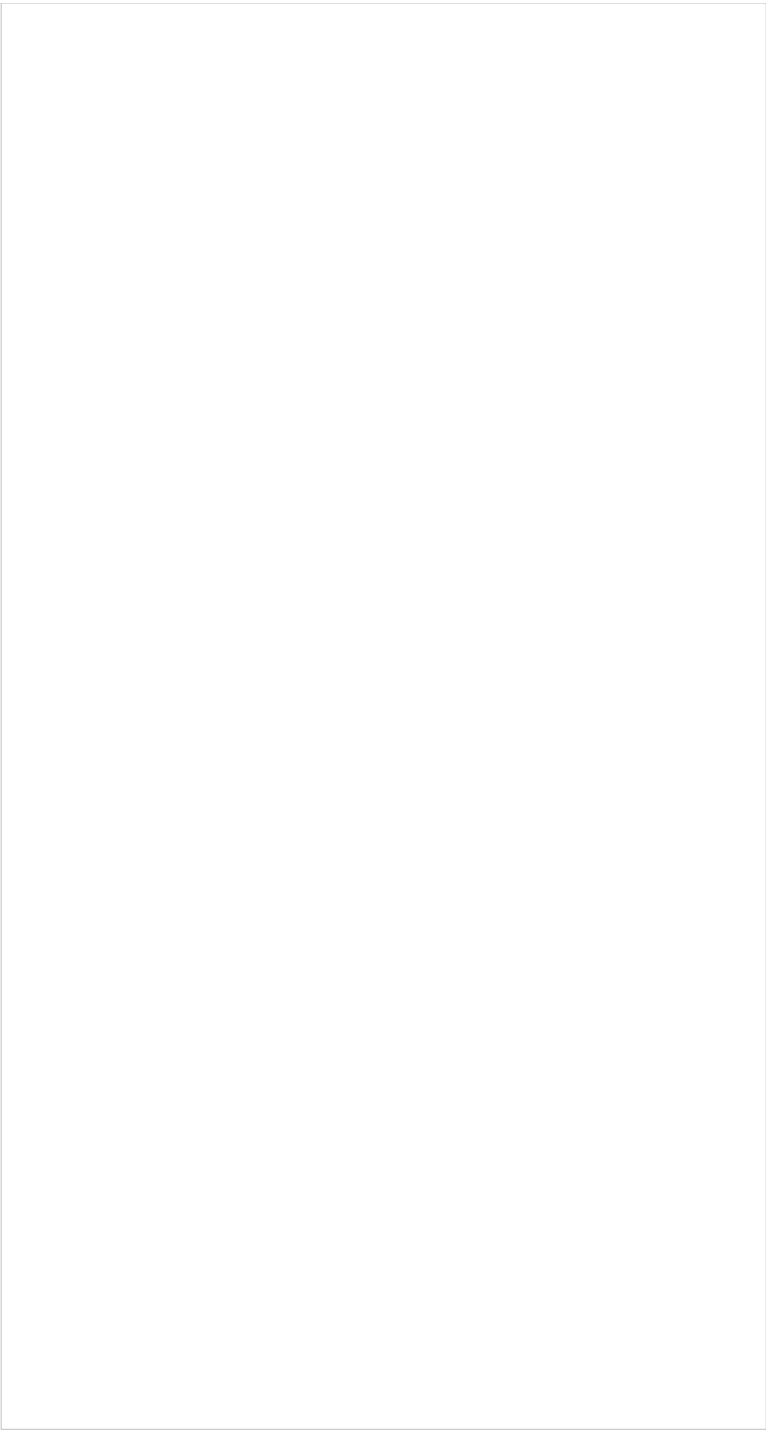
Inside, the seats are trimmed in black leather with contrasting blue stitching while, in the glovebox, hand-painted illustrations of keys and coins add a touch of tongue-in-cheek British humour. There is also a bee painted on the roof - another light-hearted reminder of the Defender's links with the countryside. Speaking at the unveiling, Smith said, "The Defender is a British icon, which is something I'm exceptionally proud of. I keep a Defender at my home in Italy, which is in the middle of the countryside, so it's the perfect vehicle to cope with the rugged terrain."

Built entirely to Smith's own specification, the celebrated British designer was keen to retain the standard wing mirrors, door handles and wheels, which are given a satin finish to create a more contemporary feel. Forming part of a year-long celebration of the famous Defender as it enters its final phase of production, Gerry McGovern, Design Director and Chief Creative Officer of Land Rover, said, "I felt it would be a fitting tribute to the iconic Defender that one of Britain's most distinguished designers worked with the Land Rover team to recognise his creative vision."

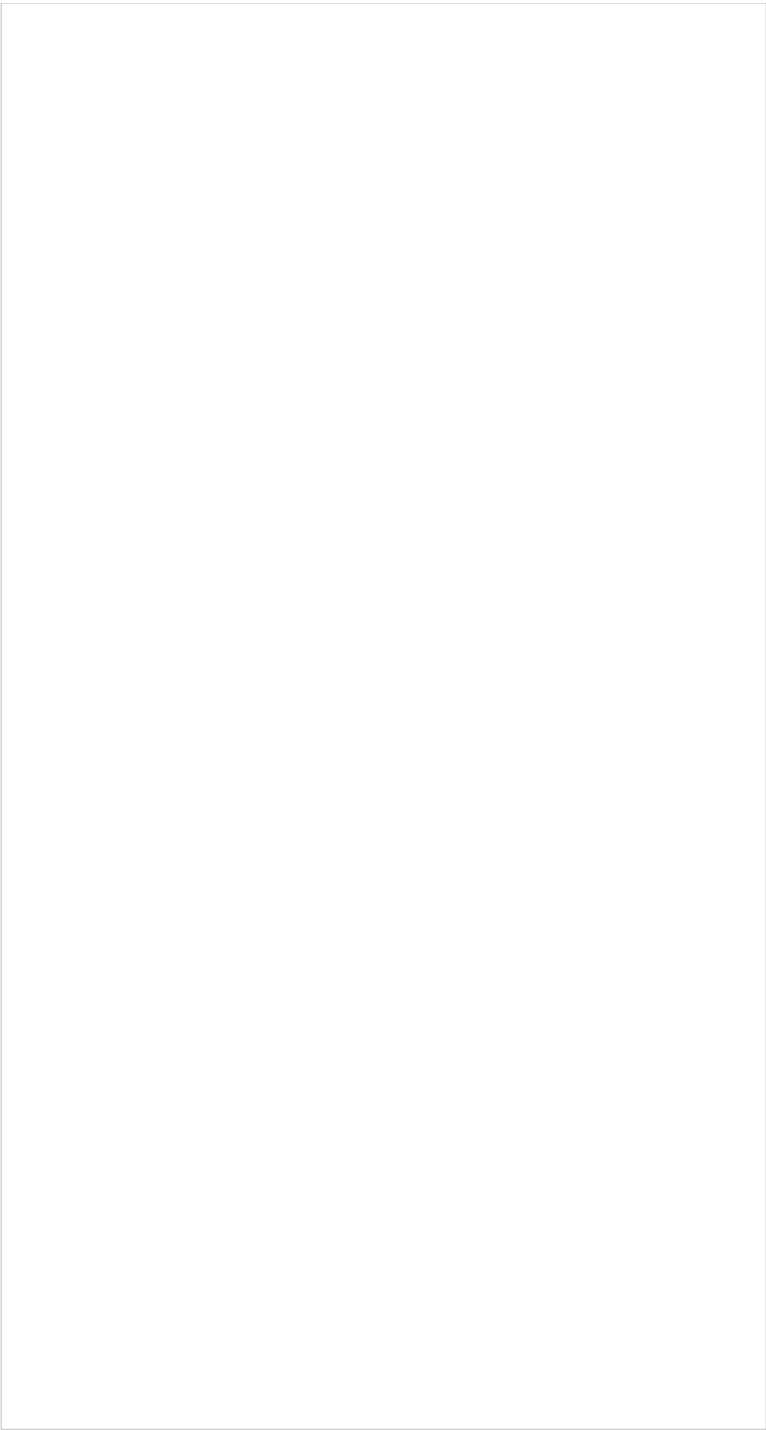
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