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2012 Range Rover Evoque JAGUAR LAND ROVER NORTH AMERICA

New Range Rover Evoque to make Nashville debut

Outside of auto shows, few people have caught a glimpse of the new Evoque from Range Rover, but Middle Tennesseans can see the new car at its local debut on Friday, July 29, 6-9 p.m., at Frist Center for the Visual Arts.

As part of the Frist Center's popular summer series Frist Fridays, supporting sponsor Land Rover Nashville will have the new Evoque on display, marking the car's public debut for the southeastern region of the country.

"The Evoque is the smallest and lightest Range Rover today, making it perfect for time in the city, with the multi-terrain capability for the weekend warrior," says Nelson Andrews, general manager at Land Rover Nashville. "It also has a fuel efficiency that will appeal to customers."

Set for release this fall, Evoque is billed as the most sustainable Range Rover to date. It boasts a compact footprint and reduced fuel consumption and CO2 emissions.

"We are excited to offer Middle Tennesseans a first glimpse of the Range Rover Evoque in the southeastern region before its official U.S. launch this fall," says Andrews. "We hope people will stop by Frist Fridays to enjoy the music and art, and to be among the very first to see the

Evoque."

Frist Fridays take place on the last Friday in May, June and July. The evening includes live music, light snacks and beverages as well as the opportunity to view diverse exhibitions on display in the Frist Center's galleries. The event takes place rain or shine, and visitors are encouraged to bring lawn chairs.

The July 29 event will include music DJ Ron, featuring a Studio 54 remix, and patrons will have the opportunity to view to the center's major summer exhibition, Warhol Live: Music and Dance in Andy Warhol's Work.

Admission to Frist Fridays is free for Frist Center members and to visitors 18 years and younger. General adult admission for nonmembers is \$10; \$7 for seniors, military and college students with ID.

Frist Center for the Visual Arts

919 Broadway,
Nashville
615-244-3340
fristcenter.org

Land Rover Nashville

3 Cadillac Drive
Brentwood
615-866-2993
landrovernashville.com

2012 Evoque is smaller, lighter, more fuel-efficient

As the lightest and most fuel-efficient Range Rover ever, the 2012 Evoque sends a powerful message that Land Rover is serious about sustainability.

With Evoque, the company addresses the growing consumer need for more environmentally friendly vehicles. Delivering an impressive EPA estimate of 19/28 mpg city/highway, Evoque is the brand's most fuel-efficient model to date. The vehicle will arrive in showrooms this fall with a starting price tag of \$43,995 for the five-door model and \$44,995 for the coupe.

Evoque's improved fuel economy is the result of new efficiency technologies, lightweight materials and environmentally conscious design. Reducing weight was a primary objective in Evoque's development; engineers have applied a range of advanced lightweight materials to make it the lightest Range Rover model ever. The five-door model starts at just 3,680 pounds.

Weight-saving technologies can be found throughout Evoque's bodyshell and chassis.

Additional features include polymer and composite front fenders and tailgate, an aluminum hood, roof panels, front lower control arms and front/rear suspension knuckles, and a magnesium cross car beam.

As part of the effort to minimize the car's ecological impact, Evoque is made of sustainable materials, with each vehicle comprising about 35 pounds of recycled plastic material.

Parts made of recycled content include the headliner, center console, air ducting, engine cover and subwoofer box. In addition, the metal interior trim on the center console and dashboard is produced from recycled aluminum, and the trim fabric used on the headlining and pillars is produced from recycled polyester.

2012 Range Rover Evoque

MSRP: \$43,995, five-door; \$44,995, coupe

EPA mileage estimate:
19/28 mpg city/highway

Horsepower: 240