

## INTRODUCING RANGE ROVER SV BLACK: PIONEERING SENSORY AUDIO AND STRIKING NEW DESIGN DETAILS FOR LUXURY LEADER

- **Extended family:** With 615PS V8 power, the luxurious Range Rover SV line-up now comprises Range Rover SV Serenity, Range Rover SV Intrepid and, available to order from late 2025, Range Rover SV Black<sup>1</sup>
- **Design sophistication:** New Range Rover SV Black<sup>1</sup> represents refined elegance in its purest form, with beautiful black finishes and craftsmanship in every detail
- **Haptic floor:** Range Rover is extending its pioneering audio and wellness technologies with the introduction of Rear Body-And-Soul-Seats and world-first Sensory Floor to Range Rover SV models— offered as standard on the new Range Rover SV Black<sup>2</sup>
- **Feel it in your toes:** Transducers within the floor can be felt through the luxurious thick-pile carpet mats. These vibrate in time with the music, or one of six in-built wellness programmes, to augment the listening experience or soothe occupants
- **Exquisite exterior:** New Range Rover SV Black<sup>1</sup> is finished in striking Narvik Gloss Black with matching detailing and finishes never previously available on Range Rover SV
- **SV Black interior:** New Ebony Near-Aniline interior colourway features an exclusive and sophisticated seat embroidery perforation, with black birch veneers for a soft, satin finish
- **Industry-first tyres:** Range Rover is also introducing industry-first Pirelli P Zero tyres across its range from later in 2025, combining high performance and durability, with more sustainable material content
- **Global debut:** Range Rover SV Black<sup>1</sup> will make its global debut at Goodwood Festival of Speed with the Range Rover Sport SV Black – both will be available to order later in 2025

**Gaydon, UK – Wednesday 09 July 2025:** The Range Rover SV represents an exquisite interpretation of luxury and personalisation, offering heightened levels of refinement for the world’s most discerning clients. Now in 2025, Range Rover is extending its line-up with the addition of the visually striking Range Rover SV Black, which will be offered alongside the Range Rover SV Serenity and Range Rover SV Intrepid derivatives from late 2025. Each represents a unique interpretation of modern luxury with the finest finishes and meticulous attention to detail: from the ‘dipped in black’ theme of *SV Black*, to the bold and dynamic theme of *SV Intrepid* and the pure, elevated luxury offered on *SV Serenity*.

Range Rover is also extending its pioneering approach to luxury audio and sensory technology, with the introduction of Rear Body-And-Soul-Seat and Sensory Floor technology, exclusively on flagship SV models.<sup>2</sup>



For the first time, Range Rover is offering Body-And-Soul-Seats as standard across the Range Rover SV range. World-first Immersive Sensory Floor technology is available across the updated Range Rover SV line-up and combines with Body-And-Soul-Seat (BASS) technology in the front and rear of the vehicle, taking in-car audio and wellness to a new level. The technology ensures occupants feel, as well as hear, every beat and increases in-car relaxation when using one of the system's six wellness programmes.

## **Body-And-Soul-Seat and Sensory Floor technology**

Sensory Floor represents an evolution of Range Rover's pioneering Body-And-Soul-Seat (BASS) technology. For the first time ever, Range Rover incorporates haptic feedback through the floor mats in addition to the seats. Available exclusively on Range Rover SV models, Sensory Floor creates an expansive and immersive listening experience, allowing occupants to physically feel the music.

Four transducers built into the rear and front passenger floor complement the four transducers embedded in the BASS designs<sup>3</sup>. The result is a true full-body audio experience - the luxurious deep-pile carpets encourage occupants to remove their footwear, so they're even closer to feeling the music.

Sensory Floor creates precisely synchronised pulsations in the floor, harmonising with RR Meridian Signature Surround System and haptic seat technology using AI optimising software.

In addition to letting passengers feel the music as well as hear it, the Sensory Floor also works with the BASS wellness programmes, designed to calm and soothe occupants with one of its six modes – ranging from 'Calm' to 'Invigorating'. The programmes offer measurable benefits for occupants, including reduced stress and anxiety, as well as improved concentration and cognitive response.

The new technology is fitted to the front passenger and rear footwells of all long-wheelbase Range Rover SV models as standard.

## **Industry-first Tyres**

Range Rover is also introducing industry-first Pirelli P Zero tyres across its range from later in 2025, combining high performance and durability, with a more sustainable material content. These specially developed tyres comprise more than 70% bio-based and recycled materials such as silica from rice husks, recycled steel and plant-based oils and resins. Additionally, the P Zero tyres will also



contain FSC™ (Forest Stewardship Council™) - certified natural rubber. These tyres will initially be available on selected 22-inch wheel options on Range Rover.

## Introducing SV Black

Range Rover SV Black celebrates the timeless luxury appeal of an all-black specification; the result being the darkest, stealthiest Range Rover ever created. An alluring and sophisticated model which takes elegant design to a new level, every detail meticulously appears as if dipped in black mirror gloss.

Now in its 55<sup>th</sup> year, Range Rover is synonymous with timeless appeal and modern, sophisticated luxury. The exterior of Range Rover SV Black is finished in striking Narvik Gloss Black, reinforcing its form and presence.

The detailing of Range Rover SV Black also reflects the very best of Range Rover SV craft. At the front, the grille is finished in polished Gloss Black mesh, with bonnet lettering also in Gloss Black. These are complemented by the grille oval, also finished in subtle dark gloss.

In profile, Range Rover SV Black is identified by 23-inch alloy wheels with a Gloss Black finish. The Range Rover wheel script has a subtle finish, with Gloss Black brake callipers featuring darker branding for the first time.

At the rear, Range Rover SV Black features a black ceramic SV roundel. The subtle yet significant SV roundel acknowledges everything Range Rover SV represents – uncompromising craftsmanship.

Contrasting perfectly with the glossy exterior, the luxurious interior has beautifully soft and satin black finishes. Near-Aniline Ebony leather is silky to the touch, with distinctive graduated rectangle perforations and unique stitching design on the seat upper. Single-panel seat covers feature for the first time, for a luxurious new finish with fewer stitch lines and seams. Black birch veneers are tactile and smooth, complementing the sumptuously soft seats.

For a cool touch, the gear shifter is finished in satin black ceramic. Moonlight Chrome detailing extends to more elements than ever before, bringing a dark, moody, jewel-like finish to the entire cabin.



Range Rover SV Black will be available to order in late 2025 in five-seat standard wheelbase, or four- or five-seat long wheelbase configurations with the powerful 615PS V8 powertrain for effortless performance and refinement.

It will be previewed at Goodwood Festival of Speed in the UK from 10-13 July 2025 alongside the newly announced Range Rover Sport SV Black.

## ENDS

*1 Available to order from late 2025, subject to global availability*

*2 Front Body-and-Soul-Seats are offered as standard on Range Rover SV. Rear Body-And-Soul-Seats are offered as standard on all SV Serenity, SV Intrepid LWB Models, standard on SV Black, but is an optional feature on SWB models. Sensory floor front and rear is offered as standard on all LWB Range Rover SV models and Range Rover SV Black - this feature is not available on SWB models. Options may vary.*

*3 Front seat features three transducers. Rear seat features four transducers.*

## Notes to Editors

### About Range Rover

Every Range Rover is curated to elevate our clients' lives with modernist design, connected, refined interiors and electrified performance driving unrivalled luxury. Inspired by exemplary design since 1970.

The brand encompasses Range Rover, Range Rover Sport, Range Rover Velar and Range Rover Evoque and is underpinned by Land Rover – a mark of trust built on 75 years of expertise in technology, vehicle architecture and world-leading off-road capability.

As part of our vision of modern luxury by design, every Range Rover is available as an electric hybrid.

Range Rover is one of the world's leading British luxury brands, sold in 121 countries. It belongs to the JLR house of brands together with Defender, Discovery and Jaguar.

### Important notice

Jaguar Land Rover 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

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