

PINNACLE OF RANGE ROVER LUXURY & TECHNOLOGY

Range Rover SV Ultra

New Range Rover SV Ultra is the pinnacle of Range Rover luxury and distinction, elegantly blending elevated finishes with world-first audio technology to enrich the connection between comfort, wellbeing and the listening experience.

The stalwart saloon from Mercedes-Benz, the inimitable S-Class, has received the most extensive mid-cycle update in the model's history, with over 2,700 parts (roughly 50% of the car) either newly developed or heavily revised. Production begins later this year at Factory 56 in Sindelfingen, although local customers will have to wait until 2027 for deliveries, despite the anticipation that already seems electric.

The Range Rover SV Ultra is the most luxurious and technologically advanced Range Rover yet. The array of immersive audio technologies in Range Rover SV Ultra now includes revolutionary SV Electrostatic Sound, which turns the cabin into a concert hall, alongside Body and Soul Seats (BASS) and Sensory Haptic Floor.

ELEGANT DESIGN

Range Rover SV Ultra's exterior is

offered in multiple colour choices, and introduces Titan Silver, exclusive to SV Ultra due to its specialised formulation. This new paint finish embodies a sophisticated representation of authentic metal in liquid form. Titan Silver uses real, fine aluminium flake and advanced pigment technology to create a lustrous, highly reflective surface with an iridescent, mirror-like quality. The result is a finish that feels both distinctive and meticulously crafted.

Satin Platinum Atlas and Silver Chrome accents complement the Titan Silver exterior finish, elevating the grille and side graphic. In contrast, 23-inch alloy wheels are finished with Satin Platinum inserts and new Range Rover centre caps.

Inside, SV Ultra reveals a new and exclusive light duo-tone Orchid White and Cinder Grey Ultrafabrics™ interior, combining advanced material innovation with a serene, design-led sanctuary. The seating features an intricate new laser-crafted mosaic pattern for the first





time, applied across the sculpted upper sections and carried through the inserts and backrests, creating a unified, highly detailed surface treatment.

A new rattan palm veneer introduces subtle texture and material depth to the interior through its natural structural harmony. Using a patented technique that preserves its natural characteristics, the veneer's unique grain is enhanced with an Orchid White tint that emphasises its open-pore texture and linear form.

Its tubular cellular structure allows precise cross-section cuts that absorb

dye, creating a warm undertone derived from the material's natural resins. For SV Ultra, the veneer is finished in a brighter tone to deliver a more contemporary appearance. It extends beneath the single touchscreen and continues through the cabin to the electrically-deployable club table in the rear, as well as the powered door of the integrated cooler compartment.

Range Rover SV's signature gloss white ceramic finish continues the light theme, alongside colour-matched Orchid Pearl SV speakers, Orchid White seatbelts and SV Ultra-branded treadplates.

A new elongated scatter cushion incorporates Kvadrat Remix textile, a non-leather alternative made from a durable wool and recycled polyester blend, offering a soft, contemporary shape thoughtfully optimised for comfort.

Phoebe Lindsay, Range Rover Materiality Manager, said: "SV Ultra represents our most modernist interpretation of materiality, combining clean lines with a carefully balanced, neutral palette and a disciplined use of natural materials. Our choice of Ultrafabrics™ over leather was intentional; its engineered softness allows for the fine laser-crafted pattern and intricate perforation that defines the interior. The palm veneer brings a completely new material expression to the cabin, with its natural open pore and light-coloured topcoat increasing visual brightness and reinforcing a sense of calm, cohesive design."

WORLD-FIRST IN-CAR AUDIO TECHNOLOGY

Range Rover SV Ultra brings concert hall sound quality to the best seats in the house, introducing high-fidelity electrostatic sound technology to a vehicle for the very first time. The new SV Electrostatic Sound system (available exclusively on SV models) ensures that every harmonious note and crisp detail puts the occupant at the heart of every performance, reproducing music faithfully as the artist intended.

The Electrostatic Sound system features 21 lightweight thin-film transducers to create personal auditoriums for each seat. The 21 electrostatic panels are integrated into redesigned winged headrests, seatbacks, and existing speaker locations – including those in the headlining – delivering a consistent audio flow, a seamless frequency range, and coherent, uncoloured clarity. The electrostatic speakers are supported by five existing bass loudspeakers plus Body and Soul Seats to provide unrivalled bass support.

Designed to transmit natural, clear audio with detail and precision, each electrostatic speaker contains an ultra-light, ultra-responsive membrane just 1mm thick. The membrane sits between two perforated metallic plates across which



an audio signal is applied, responding up to 1,000 times faster than a traditional speaker, for the kind of immersive, crisp, and detailed soundstage normally experienced in a studio or through the finest headphones, with minimal vibration or distortion.

Electrostatic speaker technology brings additional benefits, requiring up to 90% less power and saving 90% of mass compared to the conventional coil speakers they replace. Additionally, they are manufactured with zero rare-earth elements and are 100% upcycled and recyclable by mass.

SV Electrostatic Sound has also been through the signature Range Rover testing and development programme, with more than 1,000 hours of testing in extreme hot and cold weather conditions, from as low as -20°C and as high as 65°C.

FULL-BODY AUDIO EXPERIENCE

SV Electrostatic Sound works in harmony with Range Rover's Body and Soul Seat and Sensory Floor technologies to bring a multi-dimensional audio experience to occupants like never before, allowing them to feel the music within their bodies.

Body and Soul Seat technology uses AI-optimised software to analyse media in real time, generating in-seat pulsations for a deeply immersive listening experience. Available in both first and second rows of the Range Rover SV Ultra, BASS uses seat-integrated transducers so occupants can feel as well as hear every performance.

First introduced on Range Rover SV Black and now available on SV Ultra, Sensory Floor adds haptic feedback through four transducers beneath the floor mats in each passenger footwell,



working in concert with BASS to extend the experience beyond the seats and fully envelop passengers in every performance.

Moving beyond pure listening enjoyment, clients can select one of six BASS wellness programmes for the ultimate in relaxation and focus. Body and Soul Seats and Sensory Floor can help calm and soothe occupants with one of six modes – ranging from ‘Calm’ to ‘Invigorating’. Each programme could offer measurable benefits for passengers’ heart-rate variability (HRV), either helping to reduce anxiety or support improved cognitive response.

Martin Limpert, Global Managing Director, Range Rover, said: “Range Rover SV Ultra is one of the finest expressions of Range Rover luxury we have ever created. Its distinct character is defined by new and exclusive exterior and interior finishes, and by world-first

in-car audio technologies that set a new benchmark for immersion and wellbeing. This is far more than Ultra in name.

“Range Rover is proud to be the first automotive brand to offer this unique and exclusive experience to its clients. The listening experience is a step change from anything that has been fitted to any vehicle previously, delivering a powerful, emotional and truly immersive experience.”

Priced from R5,729,100, the Range Rover SV Ultra is available with a P615 V8 powertrain.

For more information, please visit www.rangerover.com. 