

Jaguar Land Rover supplies vehicles to "Afrikaans is Groot"

Jaguar Land Rover South Africa and Sub-Sahara Africa (JLR SA & SSA) has announced its participation as the official vehicle supplier to the popular "Afrikaans is Groot" concerts.

The popular concert attracts some of the biggest names in Afrikaans music in South Africa who will play to audiences at Moreleta Church in Pretoria East on 6, 7 and 11 to 14 September and at Grand West Casino in Cape Town on 15 and 16 November 2013.

"Becoming the official vehicle supplier is a natural fit for Land Rover," says Peter Biven, marketing and communications director for JLR SA & SSA. "Land Rover enables a lifestyle for its owners, be it that fishing trip, an expedition to the great outdoors, or carrying people and equipment to appreciate some of the finest local music talent."

The Afrikaans market remains an important and influential customer-set for Land Rover. "As ironic as it is for a very English brand to support Afrikaans music, we have a loyal base of Land Rover fans within the Afrikaans community," says Biven. "This is driven by their appreciation of the great outdoors and off-roading in general, where fierce competition resides between brand-loyal friends and 4x4 enthusiasts alike. They become our best defenders, so to speak," jokes Biven with reference to Land Rover's own iconic Defender.

Land Rover will be supporting the "Afrikaans is Groot" director team with two Freelanders and two Discoveries over the next 12 months. They will get to appreciate the premium brand's capability in the urban jungle, as much as the adventure of managing the appearances of equally iconic South African artists that include Bok van Blerk, Theuns Jordaan, Jaunita du Plessis, Bobby van Jaarsveld, Arno Jordaan, Karlien van Jaarsveld, Riana Nel, Steve Hofmeyr.

"Land Rover's current line-up is exactly the type of premium vehicle these artists and many of their audience appreciate and own," says Biven. "It's a great opportunity for the best in premium 4x4s to work with the best in Afrikaans talent."

For more, go to www.afrikaansisgroot.co.za