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HL Group Portfolio



RueLala®



JAGUAR



Client Initiatives:

- Expedia Mobile – Launch of the Expedia mobile application
- Expedia FriendTrips Game – Launch of the largest Facebook contest to date
- Expedia Rewards – Launch of Expedia’s revamped rewards program
- Story Pitching – Pitch deals and travel data to reporters for story inclusion

Expedia Lays Out Travel Plans for Mobile; Hotel Booking Is First

Expedia flew all the way to Orlando today to make a big splash at CTIA about its upcoming plans for the mobile space.

At a press conference, Scott Durchslag, president of Expedia.com, was expected to unveil Expedia Hotels, a free iPhone app that lets users filter and book hotel rooms from their device.

The app will be available once it gets rubber-stamped by Apple, and an Android version is expected to follow in April. Expedia Hotels is the first product built by Mobiata, a developer of mobile travel applications, that Expedia acquired in November 2010.

In an interview prior to the press conference today, Durchslag told us that the hotel app is the first in a series of initiatives that the company will roll out in mobile this year.

The hotel application will automatically use GPS to find hotels nearby. The results can be filtered by price, rating, popularity or distance, and ratings are provided by TripAdvisor. Durchslag said from their experience with users on the mobile web, 70 percent of people searching on the phone are looking for a room for a single person, for a single night for the same day.

The application will default to those settings.

To be sure, Expedia's plans don't stop there. More apps will come later this year, and it doesn't intend to stop with smartphone owners.



March 23, 2011

Expedia Lays Out Travel Plans for Mobile; Hotel Booking Is First

Phase two and three includes working with handset makers and carriers to embed applications onto devices before they are shipped to consumers.

While those types of partnerships used to be standard in mobile in order for companies to get wide distribution, the focus more recently has shifted to building applications for smartphones because of the speed to market and fewer barriers.

Durshlag defends the strategy: “Expedia is the world’s largest travel site, and while smartphones are the trend, and they are big and growing in Europe and Asia, there’s still a big portion of the population that doesn’t have one. Preloading onto feature phones is phase two, and building an unbelievable experience on smartphones is job one.”

Durshlag also says the plans synch up with what Expedia’s broader goal is for the company, which he calls “Expedia Everywhere.”

“The essence of that vision is to delight the earth’s travelers, and to help them find the perfect trip whenever and wherever they want. Mobile becomes really important when you are traveling,” he said.

Other companies have also identified travel as the latest frontier on mobile. Kayak says its mobile applications have already been downloaded more than five million times, and it recently started allowing customers to book hotel accommodations directly from them instead of referring them out to third parties, such as Expedia.

The New York Times

Expedia Launches Sweepstakes on Facebook

The image shows a screenshot of the Expedia Facebook page. The page header includes the Facebook logo and a search bar. The main content area features the Expedia logo and a large graphic for 'THE EXPEDIA FRIENDTRIPS GAME'. The graphic has a yellow border and a background of palm trees and a blue sky. Text on the graphic reads: 'YOU AND 5 FRIENDS COULD WIN A TRIP TO ONE OF 13 AMAZING DESTINATIONS! Luxury vacations range in value from US\$37,500 – up to \$160,000*! There are over \$1,000,000 in prizes!'. Below this, it lists five steps to play the game: 1. Like Expedia, 2. Pick a FriendTrip and create a virtual plane, 3. Invite 5 of your Facebook friends to be your passengers, 4. Your plane is entered once all 5 friends accept your invitation, and 5. Repeat, repeat, repeat... At the bottom of the graphic is a yellow 'GET STARTED' button. On the left side of the Facebook page, there is a sidebar with the text '129,993 people like this' and various navigation options like 'Wall', 'Info', and 'Play The FriendTrips Game!'. The page also shows a 'Like' button and a 'Website' link for the Expedia page.

Many travel companies offer discounts and deals through their Facebook pages, but starting today, Expedia is upping the ante: It has created a sweepstakes that offers more than \$1 million in prizes, including five trips that cost more than \$100,000.

To make the sweepstakes engaging, according to Tim MacDonald, Expedia's senior vice president, the company made the competition into a game called Expedia FriendTrips. The rules are fairly straightforward: Fans of Expedia can start a plane (becoming its pilot) and point the plane toward one of the 13 destinations offered as prizes. Pilots can then invite their friends to join them on the plane, each of which holds five passengers. Being a passenger or a pilot on the plane makes you eligible to win.

The prizes, which Mr. MacDonald called "trips of a lifetime," include a \$160,000 trip for the winner and five friends to go on a luxury tour of South America, with stops in Chile, Peru and Foz do Iguacu, a natural paradise that spans the convergence of Brazil, Argentina and Paraguay; a \$100,000 trip to Las Vegas that covers the winner and five friends' stay at a hotel suite, transportation by limousine, a shopping spree and \$25,000 in cash (for gambling, of course); and a \$100,000 European cruise for the winner and five others to fly (first class) to Venice, then stay in a 6,000-square-foot garden villa on Norwegian Cruise Line's Jade.

To increase their chances of winning, fans of Expedia can merely start more planes and recruit more friends to join them on their journeys: 25 friends doubles your chances and 50 friends triples your chances. The competition ends in six weeks.

Why such an elaborate game to gain new fans? "We wanted to do something that wasn't essentially spamming your friends," Mr. MacDonald said.

March 31, 2011



Expedia launches rewards program

Budget Travel

By April, every Expedia customer will have the chance to enroll in Expedia Rewards, a re-launch of the online travel agency's loyalty program.

But current customers can join the beta test, as Gary Leff was first to report. Why wait? Existing customers can go to the Expedia Rewards page and sign in using the "Join Expedia Rewards Beta" link in the center left hand column of the page.

During the beta period, you can earn points that will still count once the program becomes official.

Expedia's revamped rewards program is now the easiest to use of the major online travel sites. As before, users will earn a point for every dollar spent on hotel stays, redeemable with no blackout or expiration dates.

But following the upgrade, travelers may buy vouchers good for partial payment of a hotel stay and earn points when booking airfare, which oddly, they couldn't do before. You earn one Expedia point per dollar spent.

"Any time there's a change in the program people think it will be for the worse," says Edward Nevraumont, Senior Director Loyalty Marketing Expedia. "This is a rare time where a company has made things better."

You can use your points to stay at 90 percent of hotels sold on Expedia or toward any airfare sold on Expedia. No blackout dates for redemption. Points won't expire for 18 months, and you can keep the points active if you have some spending via your Expedia account.

Another positive change is that if you use a lot of your points with hotels, Expedia will give you a better ratio of rewards to points. If you save up your points, you'll usually get greater redemption value for the points—bringing the program into line with the most popular loyalty programs out there.

Coming soon is a little "slider" icon, which will allow you to see how many points you can get for a redemption.

Budget Travel checked in with Randy Petersen, the ultimate guru of loyalty programs and founder of InsideFlyer and FlyerTalk, to ask his view:

"What we do know is that the hotel experience and reward has certainly become more important than even the mighty frequent flyer mile when it comes to the travel experience because after all most hotel guests aren't subject yet to paying a fee for checking in."

January 31, 2011

The New York Times

How to Find Cruise Line Deals

WITH cruise bookings on the upswing, bargains are tougher to find this year. But it's still possible to nab a deal, if you act quickly.

To secure the best rates, travelers must act soon as seasonal promotions designed to spur early bookings are drying up. Expedia's Winter Getaways Cruise Sale, for example, which offers savings of up to 75 percent off certain sailings, ends Feb. 28. So does MSC Cruises' Summer Sail Abration, which offers rates from \$899 a person on a variety of seven-night cruises in Northern Europe.

Some of the best deals also have limited availability or are offered for just a few sailing dates. Avalon Waterways, a river cruise operator, is offering up to \$500 off per person on roughly a dozen European sailings, bringing the rate for its four-day Taste of the Danube cruise, May 7 or June 25, to \$449 a person. It is also waiving the single supplement fee on certain cruises booked by March 1 — but only for five rooms per departure.

While it's possible that cruise lines will cut rates at the last minute, procrastinators risk being closed out if ships fill up. "Clients are again tending to book early, often a year out, particularly for popular destinations like the Mediterranean and Northern Europe," said Jim Work, an owner of Cruise Holidays in Alexandria, Va. More exotic itineraries like Africa and Southeast Asia are also filling up sooner, he said.

Below, a guide on how to cut your cruise costs.

Use an Agent

Unlike the airlines, which have been severing ties with travel agents and online agencies in recent years, cruise lines still rely on outside travel sellers. In some cases they offer special promotions through agencies. In others, the agencies buy up blocks of rooms in advance to secure the best rates for their clients.

Expedia's Winter Getaways Cruise Sale, for example, which offers savings of up to 75 percent off certain sailings, ends Feb. 28.



Client Initiatives:

- Rue La La Business – Pitch and identify story opportunities for Rue La La’s different businesses that include fashion, travel and home.
- Rue Local – Launch of Rue La La’s local businesses that include Rue Boston and Rue New York City.



Seven tips to book great summer trips on a budget

If you were thinking of hitting the hottest beach spots or the national parks' best hotels this summer, booking at this late date could require a serious investment.

But there are still ways to take a great vacation without sacrificing your wallet. Consider traveling where everyone else does not at this time of year, like a ski resort or an island just outside the hurricane belt.

Here are seven tips for booking offseason vacations in high-style locations.

Head to the hills. Ski resorts remain popular destinations offseason; vacationers can ride ski lifts into the mountains for hiking, mountain biking and many other summer activities. But you will spend much less for lodging than during the winter.

"You can get a really great discount, I would say somewhere between 20 to 40%," by booking offseason, says Anne Banas, executive editor of smartertravel.com.....

Be flexible. Above all, if you stay flexible about every aspect of your trip, you will save the most.

For deals, Clampet recommends "flash" travel sites, which take the approach of members-only clothing and accessories sellers like Rue La La or Gilt and offer travel at steep discounts for brief periods. Options include Trip Advisor's sniqueaway.com, VoyagePrive.com and jetsetter.com.

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TRENDLUXURY

Loews Miami Beach “Girlfriends” Getaway



Looking for a last minute trip with your gal pals? This spring head over to Loews Miami Beach, where Marie Claire and Maria Menounos are hosting a special “Girlfriends Getaway” April 29 – May 1. Indulge in only the best fashion, yoga, glamour and cocktails. The weekend package includes accommodations and breakfast daily along with special exclusive activities, giveaways and experiences from must have brands:

- **Fashions from:** Rue La La (RueLaLa.com/vip), Hanky Panky, INTERMIX, J Brand, Havaianas
- **Workouts from:** Physique 57 & Lululemon Athletica
- **Beauty from:** Keratin Complex/Sean Donaldson Hair, ZENO facials, LATHER skin care
- **Cocktails from:** SkinnyGirl Margaritas, and PAMA Pomegranate liqueur

Maria Menounos will also host a book talk and signing, sharing excerpts from her new book “The EveryGirl’s Guide to Life.” \$499 per night double occupancy, plus tax. For more information and weekend updates visit LoewsHotels.com.

April 22, 2011

seventeen

get your tory burch japan relief t-shirt!



Want to do your part to help out Japan and their natural disaster relief efforts? Rue La La, a private sale shopping destination, has announced that they will be hosting a unique five-day Tory Burch Boutique. The boutique will feature a special-edition Japan Relief T-shirt created by Tory Burch. The t-shirts were inspired by the national flag of Japan as they feature rows of flags mixed with a heart motif. The design was first posted as a message to support those affected by the disaster, but with of all the positive response the company turned the design into a super-cute t-shirt that you can buy!

The Tory Burch boutique is open now online until the end of this week. All the net proceeds will be donated to the American Red Cross to benefit Japan's earthquake and tsunami relief efforts.

Are you going to support Japan and buy the T-shirt? Do you love the design?

March 24, 2011

NEW YORK POST

Rue La La! Flash-sale retailer comes to NYC

The battle for the Big Apple's bargain hunters is about to heat up. Rue La La -- an online flash-sale retailer that competes with Gilt Groupe for price-conscious fashionistas -- is poised to launch a deals site, called Rue Local, that caters to well-heeled shoppers in New York City, The Post has learned.

The site will launch next week in New York, which has become a lucrative battleground in the daily deals space, having grown from nothing two years ago to an annual clip of about \$100 million, according to Yipit.com, a daily deals aggregator.

Rue Local's offers next week will include a \$100 gift certificate for Catherine Malandrino's downtown fashion boutiques, priced at \$50; a reserved table with wine and cheese at Hudson Terrace, a Midtown rooftop bar for \$60; and a summer weekend at the Surf Lodge in Montauk that includes a free dinner and surfing lessons.

The move highlights increasingly stiff competition for online coupon sites such as Groupon and Living Social.

"Our customers are very different from the coupon-clipping customer that frequents Groupon," Rue Local President Mark McWeeny told The Post. "They spend more than the average ticket, tell all their friends and they come back."

Gilt Groupe's local deals site Gilt City, which launched in New York last year, is already providing evidence that upscale sites are attracting shoppers motivated less by discounts and more by access to exclusive events and services, says Yipit co-founder Jim Moran. While Groupon's average discount is 56 percent, Gilt City's is just 37 percent.

Rue La La -- which generated more than \$230 million in sales last year, compared with about \$400 million at Gilt Groupe -- launched its Rue Local business in November in Boston, followed by Philadelphia and Seattle.



May 12, 2011

The Boston Globe

Luxury Net retailer set to launch Rue Boston

Rue La La, the private online sales company headquartered in Boston, is going local.

The company, which sells 500 luxury brands from Dior and Corum Watches, planned to reveal today that it will launch Rue Boston, an extension of its site that will sell goods from area businesses to local Rue La La members.

The two-year-old site acquires slow-selling or overstocked items from high-end retailers, then offers those goods at a discount to its 2.6 million members. People must be invited by a member to shop from the site. Daily e-mail reminders alert members at 11 a.m. about the latest sales, also known in the industry as “flash sales.”

The sales are considered exclusive, because they can't be found through traditional Internet search methods such as Google. Items featured on the Rue La La site are hidden behind a password-protected wall. In its Fort Point Channel warehouse in South Boston, Rue staffers photograph each item the company sells instead of using images provided by a manufacturer.

For the city-specific site, local members will receive a daily offer called a “Rue Boston Pick” beginning at 8 a.m. and available for 24 hours. That purchase, which will include offerings from local salons, restaurants, bars, and other businesses, can be redeemed for an extended period of time.

Rue La La had been experimenting with local deals during the summer by offering discounts to Exhale Spas, the Alibi Bar and Lounge at The Liberty Hotel, and a James Beard Foundation culinary event. “We wanted to start in Boston because it really is our hometown,” said Mark McWeeny, the president of Rue Local. “We are curating the best restaurants, salons, events from around Boston.”

Rue La La has been growing steadily. Last year, the company had 185 employees. This year, it has more than 350.

McWeeny also plans to expand the Rue Local extension sites to several major US markets by the end of 2011, but he wouldn't elaborate for competitive reasons. He declined to comment on revenue figures.

November 11, 2010

The Boston Globe

Luxury Net retailer set to launch Rue Boston



For the launch today, the site will feature The Butcher Shop, chef Barbara Lynch's restaurant and wine bar in the South End. Rue La La will be taking over the restaurant for a private dinner, with a four-course tasting menu and wine pairing.

"With the launch of Rue Boston, we are excited to explore a unique way of sharing our restaurants with the city of Boston," said Jefferson Macklin, chief operating officer of Barbara Lynch Gruppo, in a statement.

Marshal Cohen, chief retail analyst with market research firm NPD Group, said that it makes sense for Rue La La to grow its cyber customer base by going local.

"It's really about trying to figure out how they can expand outside their sweet spot, but not stray away from their vehicle of delivery," he said. "They can redefine that formula and take it to the next city and the next city." Sucharita Mulpuru, a retail analyst at Forrester Research, said Rue La La's strategy is similar to what competitors such as Gilt Groupe and Ideeli are already doing: "selling local deals," she said in an e-mail.

Mulpuru added that it makes Rue La La more competitive with Groupon, a Chicago-based site that also offers daily deals at Boston businesses.

"Everyone needs to think of how to turbocharge their business," she said.

Paperless Post



Client Initiatives:

- Brand Awareness – Pitch and identify story opportunities at major outlets.
- Drive website traffic – Identify and pitch influential design blogs and bloggers with compelling stories to link back to the Paperless Post website to drive user engagement.

The paper chase

I must confess, I have a low-threshold stationery fetish. About 10 years ago, I held in my hand a handwritten note from Jackie Kennedy to the poet Robert Lowell. It was thrilling. I think the paper was tinted light blue, but most memorable was the penmanship — old-school — and the half scallop shell at the top of the note card. The shell and the pineapple, two symbols of hospitality, often decorate note paper.

In her note, Jackie was thanking Lowell for sending her a book, and congratulated him for getting away during the holidays. In fact, Lowell was locked up, at McLean Hospital in Belmont. Unless the rules have changed, you can examine this same letter at Harvard's Houghton Library, which is open to the public.

All this to say: Paper, yes. Electrons, no. With the so-called holiday season fast approaching, don't you dare send me electronic "greetings" of any kind. I've had it with "e-vites," "e-cards," and their ilk. Five years ago, e-vites had an air of novelty and people actually responded to them. Now I ignore the few that manage to get past my spam filter. Wired magazine said it best: "Evite is great if you're gonna party like it's 1999."

Just how out of step is my tiresome, blow-up-the-Internet-and-leave-me-alone crankiness? Lizzie Post, the great-great-granddaughter of etiquette doyenne Emily Post, agrees with me. "I've never sent an e-vite, and I never will," she told me by phone from the Emily Post Institute in Burlington, Vt. "I don't like the fact that you can see who's attending and who's not. It's like asking the host what kind of food he plans to serve."

As for holiday e-cards, "It's a trend I haven't seen emerge," she says. Hallmark, which sells both electronic and paper greetings, says dead tree products outsell virtual cards, 20 to 1.

For reasons that will become clear, I called up my favorite stationer, Luke Pontifell of New York-based Thornwillow Press, to invite him to trash electronic communications of all kinds. Pontifell produces hand-printed note cards, customized invitations, and limited-edition books that I allow myself to buy when I am feeling flush. I noticed that he had recently inked a marketing pact with a high-end e-viter, Paperless Post. I was hoping to sow discord between the two ventures.

Pontifell doesn't call his printing "old media"; he calls it "ancient media." "What we make is tangible in a much broader context of intangibility," he explains. He likens his hand-printed books to a violin, which he calls "just a wooden box. But it's also an instrument for translating art. And beautiful books enhance the relationship between readers and texts. Our business is the relevance of object quality."

The Best Paperless Invitations

30 Magical Holiday Cards

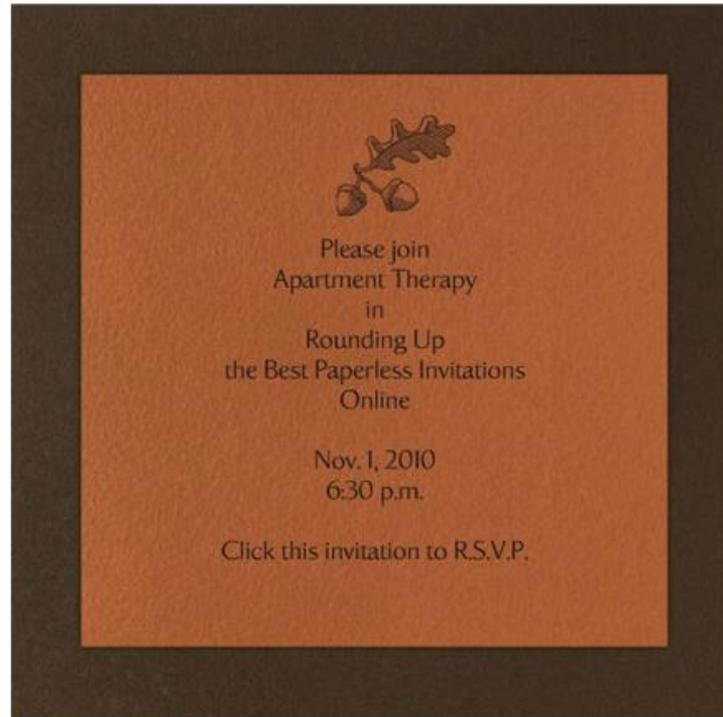
If You Like the Look of Paper But Want to Go Digital

Paperlesspost.com

No digital dancing reindeer here—these cards look like expensive stationery, down to the decorative envelope liners.

To buy: \$10 for 150 e-cards,
paperlesspost.com.





I was raised to believe in the old-fashioned, inherent thoughtfulness of the hand-written note. In fact, "Santa" still leaves thank-you notes in my stocking every Christmas so that I have no excuse not to write them. *I am 30*. However, when it comes to party invitations, I have to admit I always go online. With features like guest tracking, easy one-click RSVPs, and pot-luck sign ups, it's easy for both my guests and me to plan for the event!



Client Initiatives:

- Brand Awareness – Pitch stories that tell a brand narrative regarding client initiatives.
- Jaguar C-X75 Concept Car– Identify story opportunities and plan events to build buzz around the Jaguar C-X75 concept car.
- Range Rover Evoque – Identify story opportunities regarding the launch of the brand new Range Rover Evoque and the “City Shapers” campaign.
- Re-branding – Build partnerships with influential fashion designers to reposition the brands as category leaders in the luxury design arena.

DEPARTURES

Jaguar and Land Rover's 2011 Comeback



Britons sometimes struggle with their cultural identity as the country assimilates immigrants from its former colonies. Ironically, the acquisition of two iconic British auto brands—Jaguar and Land Rover—by Tata Motors of India, has allowed both carmakers to rediscover that special something that made them 20th-century icons.

Both brands had languished under the tutelage of their previous owner, Ford Motor Company, producing vehicles that seemed more suited for the British Museum than the open road. Since the 2008 purchase, Tata Motors has wisely adopted a hands-off approach, giving free rein to in-house engineers and designers. The results are positively inspiring.

This is particularly true of Jaguar, which had been producing cars marred by mass-market, copycat design. That's all changed now. While hints of the coming transformation were evident in the XF and XK models introduced over the past few years, the 2011 Jaguar XJ is solid confirmation of a new direction. This is a luxury four-door sedan with a look that clearly distinguishes the car from its German and Asian competition.

While other colors are available, the XJ looks best dressed in black for a night on the town. Like many objects of desire, the XJ's initial appeal is best appreciated from a slight distance. Follow it from an adjacent lane and you'll note how the elongated shape of the side windows establishes a feeling of fluidity, even as the car's wide stance imbues it with a sense of power. Three vertical strips on the rear LED brake lights curve up and over the trunk line like cat's claws. That's not to say the current XJ is not without controversy—you'll love or hate the black C-pillar panels that are most questionable on lighter-colored models. For safety reasons, the old iconic leaping cat hood ornament is no longer standard equipment, but the emblem clearly has regained its distinctive character.

There is a tremendous feeling of light and space inside the cabin thanks to a panoramic glass roof that's integrated into the roofline. A dark tint and a reflective coating keep the interior from overheating, and electric blinds add another level of protection and privacy.

DEPARTURES

Jaguar and Land Rover's 2011 Comeback

Design touches like a sweeping instrument panel, a pop-up rotary shifter on the center console, a leather interior and deliberately indulgent oversized retro vents all contribute to a level of sumptuousness that puts you in the enviable position of contemplating your feelings about the leather stitching on the three-spoke steering wheel while listening to the exquisite 1,200-watt Bowers & Wilkins sound system. The rear seats are comfortable, but the long wheelbase version adds five inches of extra legroom at a relatively modest increase in cost.

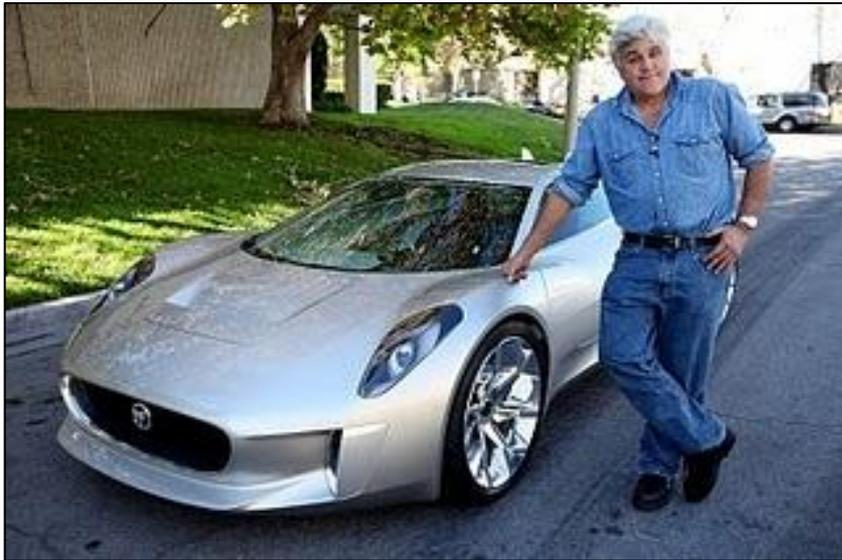
As befits its name, the Jaguar XJ is quick and quiet, even as the ride remains smooth and stable through the tightest of turns. The chassis is made predominantly with high-tensile strength aluminum, a much harder material to work with than steel, but one that makes the XJ the lightest vehicle in its class. Half of that aluminum is from recycled material, so the car has a green story to tell. Three engine variants are available: a 5.0-liter naturally aspirated V8 with 385 hp, a supercharged 470 hp model and a limited-edition Supersport with 510 hp that grows to 60 mph in 4.7 seconds. Mileage is generally 18 or 19 mpg, depending on the wheelbase length. Prices range from \$72,500 to \$112,000, depending primarily on engine size and wheelbase length. Instrument displays have been replaced by a high-definition virtual one that adds a bit of theater to the driving experience.

Meanwhile, over at Land Rover, the company has produced a 2010 Range Rover Sport model (from \$60,495) luxurious enough to be the SUV parked alongside the Bentley. The more mainstream LR3 Land Rover has been replaced by the more powerful LR4 (from \$48,100), whose interior is so much more comfortable and well-appointed that its predecessor seems like an agricultural vehicle by comparison. Both vehicles have retained their superb off-road handling characteristics. A very cool option is a camera setup that provides 360-degree outside views from a center console screen that even lets drivers see what's underwater while fording a stream. Particularly impressive is a new confidence-building adaptive dynamics system on the Range Rover Sport that remaps steering, throttle and gearbox settings for safer passage over steep terrain.

Land Rover plans to introduce a smaller, turbo-charged four-cylinder Range Rover called the Evoque (available in a coupe or a five-door version) in 2011 that will sell for around \$45,000. And at Jaguar, managing director Mike O'Driscoll says the XJ marks only the end of the first stage of Jaguar's transformation. If the unveiling of the exciting electric C-X75 supercar concept at the Paris Auto Show is any indication, then O'Driscoll's word is as good as gold. Both brands have gotten their groove back. Suddenly it's time to keep your eyes on the UK for breathtaking new cars.

THE WALL STREET JOURNAL.

Jay Leno Test Reviews Jaguar C-X75 Concept Car



Tonight Show host and longtime car collector Jay Leno recently reviewed the Jaguar C-X75, an electric-powered sports car concept that is on display at the Los Angeles auto show. He took a walk-around with Ian Callum, the car's designer, but most important, he got to drive it.

The English luxury car maker unveiled C-X75 at the Paris Motor Show in late September. The car, which recalls Jaguar designs dating to the 1960s, is powered by electric motors and lithium ion batteries. It can run on electricity alone for about 68 miles and also has a pair of small gas turbines to recharge the batteries or send power directly to the four electric motors that drive each wheel. The power system generates up to 778 horsepower.

While Leno's drive was extremely slow, the company says the car can accelerate from zero to 62 mph (100 kilometers per hour) in 3.4 seconds and has a top speed of 205 mph. Though not slated for production, the C-X75 represents technology and "design language" that could turn up in future Jaguar cars.

The New York Times

2012 Range Rover Evoque: 4-Door Version Comes to L.A.

Wheels

The Nuts and Bolts of Whatever Moves You



Introduced on Wednesday: 2012 Range Rover Evoque

What is it? The crossover will come in your choice of the newly revealed four-door or a previously introduced coupe. Is it bad when you have an all-new vehicle, but all anyone is talking about is the number of available doors? Discuss.

What makes it tick? This will be the smallest, most fuel-efficient Range Rover to date. Under the hood is a turbocharged 2-liter 4-cylinder engine estimated at 240 horsepower.

How much, how soon? The 2012 model should hit dealers mid- to late 2011. Pricing will be in the high \$40,000s, so ask yourself whether you'd ever use technologies like Hill Descent Control and Terrain Response — or if a Ford Edge or even a Kia Sorento could get the job done for about \$15,000 less.

How's it look? Chic and sleek. In driving terms, that translates into having the visibility of a space capsule.

November 17, 2010



OK Go Launches GPS Art Project

U.S. rock band OK Go has released a sneak preview video of its 8-mile musical parade through the streets of Los Angeles. The parade, which took place in November, launched a global GPS art project.

The journey was tracked using the Range Rover Evoque iPhone app, which uses GPS technology to track journeys, allowing you to effectively draw on a map. They spelled out the words "OK Go" in giant letters in the streets of their city.

The band members Damian, Tim, Dan and Andy dressed in brightly colored suits to lead revelers, performing tracks from their most recent album, titled *Of the Blue Colour of the Sky*. As night fell, the parade lit up with glow sticks and flashing lights.

Damian Kulash from OK Go said: "We tracked every step of our journey through GPS to create a unique piece of collaborative, living art. We have danced with our hometown and want our fans to do the same."

Now those fans are invited to submit their own journeys to feature in a final collaborative video edit. They need to download the Pulse of the City app and then plan a journey through a city which spells out a word or message. Fans can also submit photos and videos of their journeys.

Participants are advised to plan their journey carefully, keep a consistent pace and move slowly around corners to ensure the signal can keep up with you. Such are the limitations of the GPS technology.

OK Go Launches GPS Art Project



The GPS iPhone app was launched by Range Rover last month as part of a campaign to promote the launch of the Range Rover Evoque.

Once all the submissions are in, the band will compile all GPS drawings, imagery and footage into a single celebratory video to be released in February 2010. The video will also include footage from Range Rover's "City Shapers" — 40 influencers within music, art, fashion and media from different cities around the world — including fashion designer Henry Holland, Australian blogger Mia Freedman and French DJ Greg Kozo.

The final video will be shown in February 2011 on Range Rover's website.

OK Go has a history of creating innovative music videos. In 2006, a video featuring the band members dancing on treadmills became an early viral hit. More recent videos, including one involving Heath Robinson-esque machines and one starring choreographed "dancing" dogs, have also attracted a lot of attention.

WWD FASHION



FAST LANE: Marchesa's **Georgina Chapman** is one of several designers helping Land Rover launch its new Range Rover Evoque car. Chapman, **Henry Holland** and a slew of other design cognoscenti were tapped to partner with the brand as part of the launch, which is the smallest and greenest Range Rover ever. "Its design is inspired by city architecture and a big part of a city is the people within it, their journeys and their conversations," Land Rover managing director **Phil Popham** said.

As part of the deal, Chapman is expected to participate in several initiatives, including activities around the New York International Auto Show and an event with Land Rover Manhattan at a top Marchesa retailer. Range Rover will also sponsor Marchesa's fall 2011 presentation in February. But the best part is reserved for Chapman herself. She will get to drive an Evoque Range Rover, and tweet her impressions on Twitter via @MarchesaFashion. Sadly for her, though, it's just a long loan and she won't get to keep the car.