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STARTECH refines the new Land Rover Defender

Sporty on-road designer outfit, tailor-made 23-inch wheels and exclusive refinement for the interior

The first Land Rover celebrated its world premiere at the Amsterdam Motor Show in 1948. Over the course of six generations, it subsequently evolved with only subtle changes in appearance from a pure off-roader into a popular lifestyle SUV. Production of the legendary grandfather of off-roaders ceased in 2016 after 68 years.

As a farewell to this one-of-a-kind automobile, STARTECH (Brabus-Allee, D-46240 Bottrop, phone + 49 / (0) 20 41 / 7744 555, fax + 49 / (0) 20 41 / 7744 544, Internet www.startech.de), a BRABUS Group company, launched an exclusively equipped special model at the time, the SIXTY8. The limited edition of 68 vehicles worldwide, one car per year of production, sold out in no time at all and consequently the STARTECH SIXTY8 is a popular collector's item today.

The new Land Rover Defender has been on the market since 2020. Its design unmistakably takes cues from its legendary predecessor, which were combined with state-of-the-art technology. Anyone looking to make their all-wheel car even more fascinating will find a sophisticated refinement range at STARTECH, which turns both the three-door and the five-door into an inimitable urban lifestyle jewel.

The STARTECH product range includes a sporty body styling kit as well as massive STARTECH Monostar E wheels with a diameter of 23 inches. An innovative trim panel for the rear door replaces the bulky spare and in this way makes the Defender's rear appearance sportier without the spare. The STARTECH lowering module for the standard air suspension gives the British SUV a sportier stance and due to the lower center of gravity optimizes the handling to boot.

Another focus is on the design of the interior, where the company-own STARTECH upholstery shop creates a particularly exclusive ambience in the Land Rover Defender.

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The STARTECH designers developed a body styling kit for the Defender, which is designed for on-road driving and gives the Land Rover decidedly dynamic looks. All bodywork components are manufactured from ABS plastics in OEM quality.

The front bumper is upgraded with a three-piece front spoiler, whose center section with two vertical ribs takes visual cues from a skid plate. The two side sections are shaped to reduce front-axle lift at high speeds. Their aerodynamic counterpart is a rear spoiler that extends the roof towards the rear.

For owners who do not like the externally mounted spare at the rear, the STARTECH designers developed a tailor-made cover for the rear door. After removing the spare together with the bracket, this accessory conceals the mounting points. What is more: The STARTECH trim panel features the contours of the Union Jack, the British national flag. This clever accessory is optionally also available in the colors of this flag.

To give the new Land Rover an even more homogeneous appearance, STARTECH also offers a high-quality painting of all ex-factory matt black or silver bodywork components in vehicle or contrasting color.

Of course, putting on an exciting show on the boulevard also requires a king-sized tire/wheel combination. STARTECH upgrades the new Defender with Monostar E wheels of size 10.5Jx23 front and back. Their hub cover is designed like a center lock in order to emphasize the sporty looks of the alloys featuring ten delicate pairs of spokes. The largest TÜV-certified tires are YOKOHAMA street tires of size 305/35 R 23.

A STARTECH development for the chassis can further boost the outstanding handling qualities of the sporty low-profile tires. The engineers and test drivers of the refinement specialist devised a special control module for the standard air suspension of the Land Rover. Just as in the production car, the different modes continue to be selectable from the cockpit. When the on-road mode is activated, the Defender with STARTECH suspension control rides about 35 millimeters lower than in production configuration. The stationary ride height remains unchanged in order to offer optimal comfort as before when getting in and out. The higher position on off-road mode also remains unchanged to have more ground clearance for driving

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in terrain.

STARTECH offers exclusive refinement options for the interior of the new Land Rover as well. The product range starts with attractive, red, blue or black anodized sets of bolts that replace the production bolts in the interior. STARTECH elements with a high-quality paint finish in many colors can replace the standard silver aluminum panels on the door trim, the center console and the dashboard.

The lineup of exclusive accessories ranges from exquisite floor mats, which likewise sport the logo of the refinement specialist, to aluminum pedals and footrest.

In addition, the STARTECH master upholsterers developed three tailor-made interior packages that can enhance the interior in various stages with the finest leather and Alcantara in a virtually limitless variety of colors, quilting patterns and upholstery designs.

STARTECH 2021.

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