

Land Rover renews sponsorship agreement with Springboks

Land Rover will continue its partnership with the South African Rugby Union as the official vehicle partner and an associate sponsor of the Springboks. This is accompanied by the confirmation that Springboks Duane Vermeulen, Sbu Nkosi, Bongi Mbonambi, Trevor Nyakane, Pieter-Steph du Toit and Frans Steyn have been appointed official Land Rover brand ambassadors.



Source: Supplied

To kick the renewed partnership off on a positive note the new Land Rover ambassadors have donated R40,000 to the Kingsley Holgate Foundation and its efforts to support thousands of South Africans around the country with meals, masks, sanitising soap and digital thermometers.

Global Land Rover ambassadors Kingsley and Ross Holgate are currently tracking the entire land border of South Africa in two new Defenders for their Mzansi Edge Expedition, with an objective to deliver humanitarian aid to hard-hit communities near game reserves devastated by the collapse of the tourism industry.

The 70-day 10,000km journey began just over a month ago and has recently left the Western Cape to continue up the eastern side of the country and complete a lap around the perimeter of Lesotho, where the Expedition Team will visit a number of schools and early childhood development (ECD) centres before wrapping up in Kosi Bay late in November.

Tina Pienaar-Smit, PR and sponsorship specialist of Jaguar Land Rover South Africa and Sub-Saharan Africa, says: "The national lockdown has meant Land Rover and the Springboks have been unable to reactivate long-standing initiatives such as the Rugby Goes Rural clinics which contribute to our corporate social responsibility objectives. We are, however, thrilled to bring a trio of forces together to deliver essential supplies to those in need around the country under the recently-introduced #TeamDefender initiative banner.

Locally, Land Rover has been a partner of the Springboks since 2017 and in recent years has been involved with local unions, clubs and rural schools to support rugby from grassroots level to the pinnacle of the sport on the world stage.

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