

FREELANDER 8 and the Future of Premium Intelligent All-Terrain Mobility

How FREELANDER's first global model is redefining the next generation of intelligent exploration, connected luxury, and British all-terrain innovation

DUBAI, UNITED ARAB EMIRATES, May 13, 2026 /EINPresswire.com/ -- FREELANDER 8 represents far more than the launch of a new SUV. It marks the beginning of a new era where premium mobility is being reshaped through intelligent technology, globally connected experiences, and a modern interpretation of British all-terrain heritage. As the automotive industry rapidly evolves toward electrification, digital ecosystems, and intelligent driving experiences, FREELANDER is positioning itself at the center of a new category brand.

First introduced during the Night of FREELANDER at the IBS (Chery International Business Summit), FREELANDER 8 became the first production-intent show model unveiled as part of the brand's global relaunch strategy. The vehicle reflects the transformation of FREELANDER from an iconic SUV nameplate into an independent British Premium Intelligent All-Terrain brand developed through the collaboration between Jaguar Land Rover and Chery.

The original Land Rover Freelander changed the automotive industry in 1997 by pioneering what later became known as the urban off-road SUV segment. At a time when the market was largely divided between hardcore off-roaders and traditional passenger vehicles, the Land Rover Freelander introduced a completely new balance between premium comfort, authentic



Land Rover Freelander



FREELANDER 8

capability, and everyday usability. Between 1997 and 2002, it became Europe's best-selling SUV for five consecutive years and established itself as one of the defining British SUVs of its generation.

Today, FREELANDER 8 carries that pioneering spirit into a completely different automotive landscape. Modern luxury is no longer defined only by performance or craftsmanship. Drivers increasingly expect seamless intelligent systems, immersive digital interaction, adaptive technologies, emotional comfort, and the freedom to transition naturally between urban environments and outdoor exploration. FREELANDER 8 has been developed precisely around that new expectation.

Built on the brand's three core product DNA pillars — British Craftsmanship, Smart Confidence, and All-Terrain Freedom — the vehicle combines classic British SUV proportions with a more futuristic and globally modern design language. Signature elements including the iconic triangle window, dual-peak hood, elevated commander seating position, and interlocking headlights all preserve recognizable elements of Land Rover DNA while introducing a more progressive visual identity.

The design direction is led by Phil Simmons, Director of the FREELANDER Design Hub, who was deeply involved in the creation of the original FREELANDER and the third-generation Range Rover. His previous work on globally recognized vehicles including the Range Rover Velar and Defender helps shape the vehicle's balance between British heritage and future-focused design innovation.

Inside the cabin, FREELANDER 8 moves beyond the traditional definition of automotive luxury. The experience is designed as a fully immersive intelligent environment built around comfort, interaction, and wellbeing. Panoramic displays, advanced cockpit systems, intelligent interfaces, and second-row zero-gravity seating work together to create a space designed for long-distance comfort and connected experiences rather than simply transportation.

At the center of this ecosystem sits the Qualcomm Snapdragon 8295 cockpit chip, capable of supporting up to eight screens simultaneously. Built on a 5-nanometer process, the system enables ultra-fast response times, immersive rendering systems, smooth 3D interaction, and seamless multi-screen integration that transforms the vehicle into a fully connected intelligent environment.

The Surround View Gallery further reflects FREELANDER's future-focused direction. Designed as one of the segment's largest ultra-wide displays, the system provides real-time information including vehicle status, weather conditions, and road environments through an immersive panoramic interface.

Intelligent mobility also extends beyond the cockpit itself. FREELANDER 8 integrates L2+ advanced driver assistance systems alongside Advanced VPD functionality in selected markets.

This allows the vehicle to autonomously park itself after dropping passengers at destinations such as shopping malls before later returning to the driver through smartphone interaction. These technologies reflect a broader shift where vehicles are increasingly becoming intelligent mobility companions rather than simply machines for transportation.

Despite its strong focus on intelligence and digital ecosystems, FREELANDER 8 continues to preserve one of the most important foundations of the brand: authentic all-terrain capability. Its i-ATS (Intelligent All-Terrain System) is equipped with nine terrain modes covering snow, mud, sand, rock, water crossings, economy, comfort, sport, and expert driving environments. The system reacts to terrain changes in milliseconds while automatically adapting vehicle settings for optimal performance. Combined with dual-chamber air suspension, virtual central locking systems, rear e-LSD functionality, and advanced intelligent terrain management, FREELANDER 8 is engineered to move seamlessly between luxury city driving and demanding outdoor exploration.

Safety and global validation also play a major role in the vehicle's development strategy. FREELANDER confirmed that more than 1,000 vehicles will undergo extensive global road testing across over 50 road types and 100 daily-use scenarios. Testing environments include the hot and dry climates of the Middle East and Australia, the humid conditions of Southeast Asia, and the cold environments in Northern Europe. The vehicle is additionally being developed to meet multiple global five-star safety standards including Euro NCAP, ANCAP, ASEAN NCAP, and Latin NCAP certifications.

Behind the product itself sits an equally ambitious global ecosystem. FREELANDER now operates through five strategic global hubs supported by numerous employees across design, R&D, manufacturing, and international commercial operations. The company is additionally backed by 17 global subsidiaries and 11 international research institutes as part of its long-term expansion strategy.

All FREELANDER vehicles will be produced at the Chery Jaguar Land Rover Intelligent Manufacturing Base, Jaguar Land Rover's first full-vehicle manufacturing base outside the United Kingdom. The facility integrates thousands of intelligent robots, fully automated welding systems, and advanced precision manufacturing technologies designed to support global quality and sustainability standards.

The Middle East has already been confirmed as FREELANDER's first international strategic market, officially becoming the starting point of the brand's global journey. The region's strong demand for luxury SUVs, intelligent technologies, and premium mobility experiences makes it a natural fit for FREELANDER's international expansion strategy.

More importantly, FREELANDER 8 represents a much larger shift taking place across the automotive industry itself. Exploration today is no longer defined only by physical destinations or difficult terrain. Modern exploration increasingly revolves around intelligent ecosystems, digital

experiences, emotional freedom, adaptability, and seamless movement between every part of modern life. Nearly three decades after helping redefine the SUV market for the first time, FREELANDER is once again positioning itself at the forefront of a changing automotive era, introducing a future where intelligent technology, premium design, and authentic all-terrain capability exist together as one seamless experience.

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