

DEFENDER

MEDIA INFORMATION

DEFENDER CEMENTS COMMITMENT TO WOMEN'S RUGBY AS PRINCIPAL PARTNER OF WOMEN'S RUGBY WORLD CUP 2025



- **Defender partners with Women's Rugby World Cup 2025**, building on 25 years of Land Rover's commitment to the sport
- **Defender's Trailblazer** campaign to be centre stage during the tournament, celebrating the indomitable spirit of women and girls who encapsulate its Embrace the Impossible ethos
- **The Defender Mascot Programme** to engage and inspire the next generation with the recruitment of 64 young players – both boys and girls - from across the rugby nations
- **Women's Rugby World Cup 2025 runs from 22 August to 27 September** in eight cities across England, kicking off with England vs USA at the Stadium of Light in Sunderland
- To find out more, visit www.landrover.com/defender



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Gaydon, UK - Wednesday 9 April 2025: As principal partner of the Women's Rugby World Cup 2025, Defender reinforces its commitment to the sport as the women's game experiences unprecedented growth in popularity around the world.

Driven by a determined human purpose, the partnership represents a celebration and empowerment of female strength, resilience and capability from grassroots through to the elite levels of the sport.

Women's Rugby World Cup 2025 will provide the platform for the next phase of Defender Trailblazers, first introduced in 2023, to celebrate individuals who best represent the determination, resilience and spirit of women's rugby and inspire others to strive for more.

The Defender Mascot programme will see 64 mascots recruited from several rugby nations including England, Scotland, Wales, Ireland, France and New Zealand. A once-in-a-lifetime experience for the mascots and their families, it is both life-enhancing for them and an opportunity to engage and inspire other young female players of tomorrow. As with the men's tournament, both boys and girls will be invited to participate as mascots, and in the UK they will be recruited through Defender retailers as a 'family' reward for lucky Defender customers.

Mark Cameron, Managing Director, Defender, said: *"Defender is incredibly proud to be such an integral part of this fast-growing dimension of the game. With Women's Rugby World Cup 2025 taking place on our home soil, it feels especially fitting to be championing our Embrace the Impossible ethos through the endeavours of our Trailblazers, Mascots and the competitors themselves as they embark on the toughest challenge their sport has to offer."*

Alan Gilpin, World Rugby Chief Executive, said: *"Women's Rugby World Cup 2025 is set to be a transformational moment for the game and having a globally respected brand like Defender at the heart of it is a powerful statement. Their commitment to telling stories of strength, determination and empowerment reflects the very spirit of women's rugby, and we're excited to work together to create lasting impact both on and off the field."*

Michel Poussau, World Rugby Chief Revenue Officer, said: *"We're proud to welcome Defender as Principal Partner of Women's Rugby World Cup 2025. Their long-standing support for rugby, combined*



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with a bold vision to champion women and girls in sport, aligns perfectly with our ambition to accelerate the growth and visibility of the women's game."

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Notes to Editors

About Defender

Defender embraces the impossible. Each member of the Defender family is purposefully designed, highly desirable and seriously durable. A modern-day hero that respects the past but at the same time anticipates the future.

Available in 90, 110 and 130 body styles, with up to eight seats, each has a charisma of its own.

As part of our vision of modern luxury by design, Defender 110 is available as an electric hybrid.

Defender Hard Top means business, with 90 and 110 body styles for professional capability.

A beacon of liberty since 1948, Defender supports humanitarian and conservation work with the International Federation of Red Cross and Red Crescent Societies and the Tusk Trust.

The Defender brand is underpinned by Land Rover – a mark of trust built on 75 years of expertise in technology and world-leading off-road capability.

Defender is designed and engineered in the UK and sold in 121 countries. It belongs to the JLR house of brands alongside Range Rover, Discovery and Jaguar.

About Women's Rugby World Cup 2025

Running from 22 August-27 September, Women's Rugby World Cup England 2025 will be a generational moment for rugby. The tournament, organised across eight iconic locations, will advance the incredible momentum behind women's sport in England, and around the world.

With powerful personalities, unstoppable athletes and compelling competition, England 2025 will capture hearts and headlines globally, inspiring the next generation of players, and welcoming new fans to the sport.

Beyond the field, Women's RWC 2025 will play a central role in empowering real change, shaping positive perceptions at all levels of the game, championing gender equity, and enriching local communities.

About World Rugby

World Rugby's mission is to grow and sustain rugby as a leading global sport. Within a rapidly changing sports and entertainment environment, World Rugby works closely with its national federations,



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regional associations, players and fans to create a sport that people want to play, watch and support by making it more accessible and relevant to more people in more nations.

At the heart of this purpose are its stable of world-class events, including the men's and women's Rugby World Cups and HSBC SVNS, which generate the revenues that sustain investment in rugby at all levels and all countries.

Important notice

JLR is constantly seeking ways to improve the specification, design and production of its vehicles, parts and accessories and alterations take place continually. Whilst every effort is made to produce up-to-date literature, this document should not be regarded as an infallible guide to current specifications or availability, nor does it constitute an offer for the sale of any particular vehicle, part or accessory. All figures are manufacturer's estimates.

Further Information

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