

## Land Rover and iCandy World launch All-Terrain pushchair for adventurous parents

- Land Rover and iCandy World combine best of British design and capability with iCandy Peach All-Terrain Special Edition pushchair
- First iCandy four wheeled All-Terrain pushchair is a tribute to Land Rover's ability on all surfaces and all terrains
- Intricate craftsmanship incorporates Land Rover's iconic grille pattern in the hood and provides a one-of-a-kind ruck-sack
- iCandy for Land Rover Peach All-Terrain Special Edition is the first pushchair to be launched at the Frankfurt Motor Show
- Available in stores and online from iCandy and Jaguar Land Rover from spring 2018

**Biggleswade, UK, 12th September 2017:** Land Rover and iCandy have launched the iCandy Peach All-Terrain Special Edition pushchair for adventurous parents.

The first four-wheeled iCandy All-Terrain pushchair is a tribute to Land Rover's breadth of capability, combining the design skills, technical innovations and build quality of two highly successful British brands. It incorporates the instantly recognisable styles and functionality of both a Land Rover 4x4 and an iCandy pushchair.

Created by true craftsmen, the iCandy for Land Rover Peach All-Terrain incorporates Land Rover design cues as well as go-anywhere ability. The iconic Land Rover grille pattern features in the hood fabric, creating an eye-catching style statement, while fine seat stitching reflects that found in Land Rover models. A one-of-a-kind ruck sack slides gracefully into the generous pushchair basket, offering extra practicality for adventurous parents.

Lindsay Weaver, Branded Goods & Licensing Director for Jaguar Land Rover said: "We are excited to be collaborating with such a great British brand. A perfect combination of design and functionality, the striking iCandy for Land Rover Peach All-Terrain pushchair will offer a unique opportunity to experience the essence of the Land Rover brand at first hand; both in terms of functionality and style."

Bradley Appel, Joint CEO for iCandy said: “The opportunity for iCandy to work alongside Land Rover is one that represents a natural fit for both British brands. The iCandy for Land Rover Peach All-Terrain is a true labour of love between both iconic brands with 154 years combined manufacturing and design pedigree. Every aspect of the pushchair has been meticulously considered, with the attention to detail astounding, and the smooth all terrain ride unlike anything currently on the market. Becoming the first nursery brand to launch a pushchair at the Frankfurt Motor Show is a great honour, and we are sure parents will love the adventure potential of this exciting collaborative partnership.”

The iCandy for Land Rover Peach All-Terrain Special Edition will be the first pushchair to be launched at the Frankfurt Motor Show, before taking centre stage at the Kind Und Jugend trade fair in Cologne.

The iCandy for Land Rover Peach All-Terrain Special Edition will be available in stores and online from iCandy and Jaguar Land Rover from spring 2018. [Click here](#) to register your interest today.

'Pricing is expected to be around £1500 for the pushchair.'

**/ENDS**

#### **Editors' notes:**

##### **About iCandy**

- iCandy is a British family business that celebrated its 80th anniversary in 2013
- The team is dedicated to creating pushchairs that reflect a unique sense of style and practical, well-designed solutions
- The perfect mix of high-tech sophistication and smooth living, iCandy is for people who appreciate the value of British design, craftsmanship and technical innovation
- In 2016 iCandy were delighted to share the news that Her Majesty The Queen had been graciously pleased to approve the Prime Minister's recommendation that iCandy should receive a Queen's Award for Enterprise in International Trade. The Queen's Award for Enterprise is the UK's most prestigious award for business performance
- iCandy support Great Ormond Street Children's Hospital, having pledged to raise money towards the building of an enclosed isolation recovery bay at the Hospital. The relationship with GOSH is one which the brand are extremely proud of, with all fundraising endeavours

going towards raising money for the charity. Please see iCandy's JustGiving page for more information. <https://www.justgiving.com/company/iCandy>

- For stockists call **01767 604400** or visit [www.icandyworld.com](http://www.icandyworld.com)
- For press information contact Nick Kemp, iCandy PR Executive:  
T: 01767 604 400 (option 7) or E: [Nick@iCandyuk.com](mailto:Nick@iCandyuk.com)
- For further resources visit the **Press room** and **Media Centre** at [www.icandyworld.com](http://www.icandyworld.com)
- Don't forget to follow iCandy World on Instagram, Facebook and Twitter

### **About Land Rover**

Since 1948 Land Rover has been manufacturing authentic 4x4s that represent true 'breadth of capability' across the model range. Defender, Discovery, Discovery Sport, Range Rover, Range Rover Sport, Range Rover Velar and Range Rover Evoque each defines the world's SUV sectors, with 80 per cent of this model range exported to over 100 countries.