

THE NEW LAND ROVER DEFENDER AT35 BY ARCTIC TRUCKS®

Monday 24th June 2024

HIGH RESOLUTION PRESS RELEASE IMAGES - [DOWNLOAD HERE](#)



OVERVIEW

ARCTIC TRUCKS®, the record-breaking creator of exceptional exploration, professional and leisure vehicles, has literally raised the bar yet again, with the UK unveiling of its extensively re-engineered Land Rover Defender AT35.

Easily ticking the boxes of being the most cool, capable and stylish Defender available on the planet, this latest creation from the much-vaunted company is the result of almost FIVE years of extensive testing and development across the Arctic Trucks group, spanning arctic tundra to deep desert environments and beyond. In short, there is almost nowhere that this arresting vehicle cannot go.

While the aesthetics are the first thing that many see, the new Defender AT35 is first and foremost an exercise in fine engineering. Building on the exceptional heritage of the legendary Defender platform, this new 35" tyre version has undergone extensive development with Arctic Trucks' experienced team of off-road mobility specialists to allow it to handle challenging and inhospitable landscapes with even greater ease, while offering the ultimate in on-road presence and comfort.



LAND ROVER DEFENDER AT35 CONVERSION

With over three decades of experience, and over 390,000km of Antarctic exploration testing completed, the new Defender AT35 was always going to have some big shoes to fill, if you'll pardon the pun. After extensive testing of the standard platform, Arctic Trucks engineers set about extensively adjusting and reprofiling the body and bodywork. The result is something that retains the unique visage that could only be a Land Rover, yet with a whole new level of purpose, function and agility.

Built around the elevated Land Rover L663 suspension system, 20 x 10" satin black forged dual valve Arctic Trucks wheels and an enlarged 35" BFGoodrich tyre package, the Defender AT35 benefits from greater ground clearance, articulation and increased approach and departure angles. But let's be honest, these enhancements also look utterly fantastic!

Balance was always a critical factor during the R&D process. The new package would need to dramatically increase off-road mobility, traction and flotation over soft surfaces while maintaining sharp, stable and comfortable on-road handling characteristics. This is immediately evident from the first few seconds of on-road driving, where the levels of compliance, roadholding and steering feel are surprisingly positive and fluid. Knowing that many customers choose AT35 conversions as much for their style as their ability, Arctic Trucks has been keen to ensure that that even the longest of tarmac journeys are every bit as enjoyable as plugging through mud, gravel and much more.

Every single AT35 conversion, irrespective of the platform involved, is famous for its shapely body enhancements, which are a huge part of the appeal, aesthetic and unique silhouette of these stunning vehicles. The iconic Arctic Trucks widened flares create coverage and protection, while amplifying the vehicle's rugged stance. Exemplified here on the Defender AT35, this is complemented by obsidian black colour-coding and premium Arctic Trucks and AT35 badging and detailing throughout, together with durable aluminium and high grip rubber Arctic Trucks extended side steps, enlarged mud flaps and premium interior mats.

Every element of the R&D process, every feature and upgrade is created, fitted and inspected in Arctic Trucks' UK Headquarters in Banbury, Oxfordshire. Here, each vehicle is prepared to meet and exceed all OEM quality control processes over an intensive 2-week build period, to ensure showroom-levels of fit, finish and functionality for every part of the conversion over every kind of terrain.



SPECIFICATION

- Extensive Arctic Trucks re-engineering and metalwork to body and bodywork
- Widened Arctic Trucks fender flares (body colour / black), featuring recessed AT tyre pressure detail
- All-new forged 20x10" ET-25 Arctic Trucks dual-valve alloy wheels (satin black)
- 35" BFGoodrich KO2 All-Terrain (325/60 R20) / KM3 Mud-Terrain (35 x 12.50 R20) tyres - zero cost option
- Arctic Trucks elevation (+15mm) of Land Rover L663 suspension system - maintaining all original functionality, or
- New optimised and elevated (+20mm) Arctic Trucks Bilstein 10-position adjustable performance suspension system, featuring front coilovers and matched rear springs / dampers
- Arctic Trucks speedometer re-calibration
- Robust extended profile Arctic Trucks aluminium and high-grip rubberised side steps
- Arctic Trucks obsidian black package (front and rear bumper trim, side panels and front grille)
- Enlarged and strengthened Arctic Trucks mud guards
- Distinctive Arctic Trucks and AT35 'Lava' badging and detailing package (front grille, fender flares, doors, side steps, tailgate, wheels, mud guards, interior mats, registration plate surrounds)
- Arctic Trucks premium carpet interior mats (anthracite & black)
- Arctic Trucks locking wheel nuts and torque wrench
- Arctic Trucks Certificate of Authenticity and 30th anniversary decal
- *12-month peace of mind warranty on all Arctic Trucks elements (extended cover also available)*
- **Core Option:** Arctic Trucks bespoke leather interior (seats, doors, dash, centre console, steering wheel), featuring debossed Arctic Trucks logos
- **Core Option:** Tailgate mounted Arctic Trucks spare wheel, 35" BFGoodrich tyre and cover, featuring Arctic Trucks 'Explore Without Limits' logo
- **Core Option:** Lazer Lamps Linear-42 Elite roof-mounted high-output aerodynamic LED light bar
- **Core Option:** Rear recovery points in matching AT 'Lava' colour

PRICING

- **Customer Conversion RRP:** £29,995 + VAT
- **Turnaround Time:** 2 weeks (pre-booked conversion slot)
- **Compatible Base Vehicle/s:** 2020> Defender 110 (all grades & transmissions)

ABOUT ARCTIC TRUCKS

Arctic Trucks was founded in 1990 as a specialist major automotive OEM division in Iceland - long known as the 'Land of Fire and Ice' due to its rugged and beautiful landscape of extremes; from glacial to volcanic and everything in between. Our homeland is truly a world-class proving ground.

Over more than three decades Arctic Trucks have forged an unparalleled level of expertise in the re-engineering and conversion of four-wheel drive vehicles, setting a benchmark for quality, durability and reliability in the most remote and inhospitable environments on earth.

Arctic Trucks vehicles have achieved multiple world firsts including being the first vehicles to reach the Magnetic North Pole (for Top Gear's iconic 2007 'Polar Special'), setting numerous time and distance records, dramatically increasing polar travel efficiencies and enabling personnel to remain 'in field' for far longer than previously, in comfort and safety without need for resupply.

Drawing from this unrivalled expedition experience and developed to global OEM standards, Arctic Trucks versions of some of the most popular 4x4 platforms are also sold officially through automotive dealerships worldwide. With over 15,000 vehicles sold to-date, they are equipped to deliver a finely tuned balance of confidence-inspiring handling and superior comfort, control and mobility, both on- and off-road; resulting in exciting, daily driveable vehicles which are truly 'cool and capable' over all terrains.

Staying true to its heritage of extremes, Arctic Trucks is today active in multiple global markets, from the Polar regions to the deserts of Africa and the Middle East - becoming world-renowned as THE benchmark for extreme off-road vehicles in any environment.

Whether for leisure or professional purposes, Arctic Trucks enable owners and operators to safely, successfully and efficiently 'Explore Without Limits', whatever the challenge.

For more information, please visit: www.arctictrucks.com/uk/land-rover-defender-at35

CONTACT

Carrim Bundhun (Project & Commercial Development)

Mobile: +44 (0)7884 436 331

Email: carrim.bundhun@arctictrucks.com