



Using any simple tool, gently pry the Esc key out of your keyboard.



Put the Land Rover Esc Key in place.



Press it in firmly until you hear a 'click'. You're all set.



THE LAND ROVER LR4 ESCAPE KEY

Every prospective Land Rover adventurer has a day job and spends hours working on their PC every day. We decided to surprise them with the Land Rover LR4 Escape Key. A small object that lets them personalise their keyboard in a special way. Now when they're at work and routine drives them up the wall, the key will serve as a gentle reminder to escape the everyday. And consider test driving the Land Rover LR4.

RESULTS

We have sent out three batches of 800 pieces. The number of queries almost tripled. Test drive's up by 208%. But most importantly, it made Land Rover LR4 the top-of-mind 4x4 vehicle of our prospective customers.

