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Land Rover has celebrated the #rangerover #goldenjubilee by creating a giant piece of sub-zero art at its cold weather test facility in Arjeplog, close to the Arctic circle in Sweden.

World heavyweight boxing champion #anthonyjoshua OBE experienced the extreme conditions as part of the celebrations, where he learned the art of winter driving under the expert supervision of Academy instructors. Arjeplog is home to the Jaguar Land Rover Ice Academy, where customers experience the thrill of dynamic ice driving, under careful instruction from world-class driving experts.

Anthony Joshua, said:

“I’m really looking forward to June because the #rangerover family will be celebrating the 50th anniversary of one of Britain’s finest exports and I’ll be defending my world title belts. I’ll be travelling to my fight with Kubrat Pulev in London on 20 June in my new personalised #rangerover SVAutobiography and I can’t think of a better way arrive. Nothing can match its combination of comfort and capability – I guess that’s what you get after five decades of experience.”

Land Rover’s Arjeplog facility uses a frozen lake to provide the perfect conditions for engineers to test and assess the latest models. Renowned snow artist Simon Beck created the 53,092sq metre anniversary logo by walking more than 45,000 steps across the powdery surface inside the steering pad, accompanied by a quartet of the latest #rangerover SV models.

Since 2014 the expert engineers, craftsmen and women at Special Vehicle Operations have been responsible for designing and producing the fastest, most luxurious and most exclusive #rangerover models in the luxury SUV’s 50-year history. The elevated luxury, performance and capability of the SV family represent the pinnacle of #rangerover development.

Prof Gerry McGovern OBE, Chief Creative Officer, Land Rover, said:

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“Over five decades the #rangerover has evolved into the most desirable luxury SUV in the world. Its peerless combination of sophisticated design, refinement and capability has struck an emotional chord with customers all over the globe.”

The luxurious #rangerover family will mark 50 years of pioneering innovation and peerless refinement in June, on the anniversary of the introduction of the two-door #rangerover in 1970. Since then, the #rangerover Sport, #rangerover Evoque and #rangerover Velar have expanded the family into a four-strong line-up of the world’s most desirable and advanced SUVs.

The original #rangerover was the four-wheel drive SUV that introduced anti-lock brakes, electronic Traction Control and Automatic Electronic Air Suspension while the 2012 #rangerover pioneered aluminium body architecture in large SUVs. In 2015 the #rangerover was the first vehicle to be fitted with Land Rover’s innovative All-Terrain Progress Control – now available across the Land Rover line-up.