



Press release

REMAKING HISTORY: PLANS FOR TWISTED'S LAST ORIGINAL LAND ROVER DEFENDER REVEALED

- **Twisted Automotive to restructure and rebrand as it looks to the future**
- **North Yorkshire-based Twisted bought some of last 240 Defender to roll off the Land Rover production line in early 2016**

Approaching three years ago Twisted Automotive famously took the biggest risk of its history and bought 240 of the final batch of Defender as Jaguar Land Rover ceased production of the vehicle at a cost of £7.5 million. Specialising in re-engineering the original Defender vehicle to the exacting requirements of customers from around the world, Twisted's mission is to take the iconic 4 x 4 and keep the spirit of Land Rover's rich heritage alive.

Future and legacy of the Defender

As guardian of some of the last remaining, delivery mileage Defender, in its possession are Twisted's final 80 vehicles that are currently being securely stored ready for the company's special treatment.

Its penultimate batch of 44 will be released on 29 January 2019 – exactly three years since the end of production – under new Twisted branding; 'Remake History'. Twisted's final 36 vehicles – the only batch to exist worldwide – will then be released to existing Twisted owners under the brand, 'Make History', at the end of 2019.

The rarity of these remaining vehicles means that their value and cache is increasing on a daily basis – and enquiries are already coming in from all over the world from potential buyers eager to claim a piece of history.

Twisted Automotive founder and managing director, Charles Fawcett, said: "This will be our third major release of our iconic stock. We've been slowly re-engineering and ensuring that the vehicles are the best that they can possibly be and will soon be ready to share them with the world. I know there will be lots of collectors and fans who want a piece of history coupled with our Twisted treatment."

Business expansion

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Now, 17 years into business, Twisted Automotive is restructuring and rebranding as it reveals long-awaited plans for the remaining brand new vehicles and sets out the business blueprint for its long term future.

Charles added: “We really do see our role as defending the Defender; we’ve built this business around the vehicle, so it falls on us to protect and celebrate it. And with our stock in its final run, the time has come to take Twisted to the next level through diversification and broadening our business model.

“Twisted going forward is about building on the success of recent years. We’re making a fundamental shift in the market and adopting a new mentality. History has already been made by Land Rover – now we are set to remake it. Everything we do from now on is to keep the spirit of Land Rover’s rich heritage alive.”

The business’ new divisions are:

Remake History – Adapting the firm’s last brand new vehicles built in the final few months of production to a high specification, limited edition collection that pays homage to the history of the original Land Rover. Includes Twisted Classic Series II, Classic Series IIA, Classic Series III and Stage One V8.

Make History – Twisted’s final 36 vehicles from the production line. This rare collection will be made available to existing Twisted customers only. Built to a certain standard, featuring every model of all nine original Land Rover colours, from Keswick Green to Havana Brown.

Rework – The long-term future of Twisted. Reserved for new, or very high-quality pre-owned Defender vehicles, this arm of the business will include restoration work as well as engineering improvements to transform historic vehicles into Twisted builds.

Speaking about what this means for customers, Charles said: “Whether you are a Defender owner looking for restoration or an existing Twisted customer that wants to enhance and re-engineer a piece of history, we can do it.

“We’ve brought together the best Defender experts in the industry to help us on this next phase of our journey. Our aim is to cement our position as the leading authority on the Defender and through

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this expansion we can continue to preserve the rich history of this iconic vehicle and keep its spirit alive for generations to come.”

About Twisted Automotive

Twisted Automotive is recognised as the global authority on the Land Rover Defender and specialises in redefining the vehicles to the exacting specifications of customers from around the world. Since establishing the business in 2001, founder Charles has built Twisted into being the world’s leading aftermarket companies.

Operating from their headquarters in Thirsk, North Yorkshire, Twisted has kept the spirit of this British icon alive by improving the vehicle’s function, performance and overall aesthetic, while retaining the identity and heritage that helped enshrine the Defender in British motoring history.

From humble beginnings, today Twisted employs 30 people and has an annual turnover of more than £8 million.

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Enquiries

For images, interviews, more information or to book a test drive/visit, call: 01484 599 886; e-mail: twisted@faith-pr.co.uk

About Twisted Automotive

Twisted was established in 2001, but founder Charles Fawcett’s love affair with the Defender started much earlier.

As a child, founder Charles Fawcett was surrounded by Land Rover vehicles. His father had been involved in the sale and repair of this rugged vehicle since the 1970’s and ran a 4x4 off-road driving centre.

Charles joined the family business in 1995 and in 2000 set up Twisted as a side operation, offering tuning and performance enhancements for the then range of Land Rover 200/300tdi Defender, Discovery and Range Rover.

By 2008, the demand for expert advice and quality modification had grown and Twisted® became a full-time operation.

In 2009, Charles made the decision to focus purely on Defender. Since that time, the business has grown significantly year on year and makes it unique. No other firm focus’ on pure Defender.

Today, Twisted Automotive has one mission, to take the iconic Land Rover Defender and re-engineer it to be the very best vehicle it can be.

Website: www.twistedautomotive.com

Instagram: [@twisted_automotive](https://www.instagram.com/twisted_automotive)

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