

REPORT

Land Rover boosts U.S. allotment of hot-selling Evoque



By [George Kennedy](#)

Posted Jul 19th 2012 3:45PM

The [Land Rover Range Rover Evoque](#) is selling well here in the States. So well, in fact, that the compact utility is barely sticking on showroom lots. Dealers are reportedly struggling to get an Evoque in the hands of every customer that wants the [Beckham-inspired luxury 'ute](#). They need more supply to meet the demands of potential customers, lest [Land Rover](#) lose said customer to a competitor.

High demand is a good problem to have, but Land Rover would prefer to meet demand and reap the financial benefits. Fully aware of the supply issues both in the U.S. as well as globally, the British automaker is reportedly set to boost production of the Evoque by 25 percent.

Currently, 750 units a month are produced at Land Rover's Halewood, England facility, but that number is set to jump to 1,000 vehicles a month, says Automotive News. According to Land Rover North America CEO Andy Gross, this will come as a major relieve for dealers, pointing out that "It's been tough on the network."

While Land Rover sold just 2,244 Evoque models last year as production ramped up, it moved 4,355 in just the first six months of 2012. Even with the big daddy [Range Rover](#) selling out the last year before its redesign and a short supply of Evoques, Land Rover sales are up an impressive 21 percent. With a new Range Rover set to debut in early 2013 and Evoque capacity on the rise, it looks like Land Rover should enjoy similar growth in the year to come.

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