



AVA EDITIONS — DEFENDER SERIES

AVA CLASSICS TRANSFORMS
THE WORLD'S MOST DESIRABLE
CLASSIC CARS TO ELECTRIC.



Studio AVA sits at the heart of the Powerscourt Estate, in the wilds of the Wicklow mountains.

It brings together a team of Formula 1-grade engineers who have led some of the biggest brands in the automotive industry, from Lotus and McLaren to Williams Advanced Engineering, and whose combined credits include the prototype design of some of the world's breakthrough supercars – from the Jaguar C-X75 to the Aston Martin Rapide-E.

AVA pushes the limits of advanced engineering to breathe the energy of the future into cars of the past.

WHAT STORY ARE YOU GOING TO TELL?

From one-off 'art cars' to a series of personalised editions, AVA Classics are not just conversions. Each car tells a story about a cause, an iconic moment in history or a deeply personal journey.

Our AVA Editions – Defender Series is no different. Each Defender tells its own story. Your story.





CREATING YOUR ELECTRIC DEFENDER

Strictly limited in number, AVA Editions are more than cars – each one is a creative experience curated for the individual. Buyers will have the opportunity to work alongside Studio AVA designers and commissioning experts to create a one-off autobiographical vehicle, with every detail tailored to tell a personal story.

AVA Editions' clients will be involved with the manufacturing process at every stage, from design workshops and studio visits through to the final handover of the vehicle.

We start by sourcing the base vehicle for your build, either a Defender 90 or 110, comprehensively inspected to ensure it is of the utmost standard.

Providing expert guidance throughout the process, our design team will work with you to realise your vision, incorporating the passions and influences that speak to who you are.

Almost every feature of your AVA Defender, from exterior paints and trims to hand-stitched seats and dashboard finishes, can be personalised.

Your Electric Defender. Your specifications.



INDIVIDUAL DESIGN FEATURES OF AN AVA ELECTRIC DEFENDER

With the Electric Defender, AVA elevates an automotive icon of the past with new levels of innovation, performance and speed, achieving 0-60 in just 5.4 seconds.

The electric motor delivers instant torque for zero-emission on- and off-road driving. Holding 100kWh of power, the Electric Defender has an estimated driving range of 200 miles.

Carbon bonnet with AVA shield and handcrafted artwork

Handpainted luxury fine lines and AVA shield

Bespoke AVA badging to front and rear

Upgraded in-car entertainment with Apple CarPlay and Google Play

Individual dedication plate on the dashboard

TECHNICAL SPECIFICATIONS

Battery size kWh: 100kWh

Charge Time: 5 hours at 22 kW

Type of charge: Type 2

Time to fully charge: 3 hours


Range: Up to 200 miles

Speed: 0-60 in 5.4 sec

Peak Power: 450 HP

Peak Torque: 450 Nm

Upgraded brakes and suspension with optional air suspension

A military helicopter is silhouetted against a bright, hazy sky, flying over a desert landscape. In the foreground, several soldiers are positioned around military equipment, including what appears to be a Humvee, on a sandy ridge. The scene is captured in a cinematic, high-contrast style with a warm, golden light.

THE CROXFORD DEFENDER

StGull



The Croxford Defender was inspired by and designed with Stuart Croxford, a former Captain of the Duke of Lancaster's Regiment. The vehicle is AVA's tribute to his incredible courage and determination in the face of adversity.

On his final tour of Afghanistan in 2012, Stuart was injured when his vehicle triggered and detonated an improvised explosive device. He sustained severe injuries to his feet. Another incident, in 2014, led to the loss of his right leg below the knee. Determined not to let his injury hold him back, he set himself the challenge of completing his first ever Ironman. His successful attempt in Majorca in 2016 was just one of many feats of endurance he has since accomplished.

The bespoke AVA Croxford Defender celebrates Stuart's remarkable story of resilience and positivity.



The exterior is painted in a bespoke Metallic Desert Sand with contrasting Gloss Black accents.

TECHNICAL SPECIFICATIONS

Battery size kWh: 100kWh

Charge Time: 5 hours at 22 kW

Type of charge: Type 2

Time to fully charge: 3 hours

Range: Up to 200 miles

Speed: 0-60 in 5.4 sec

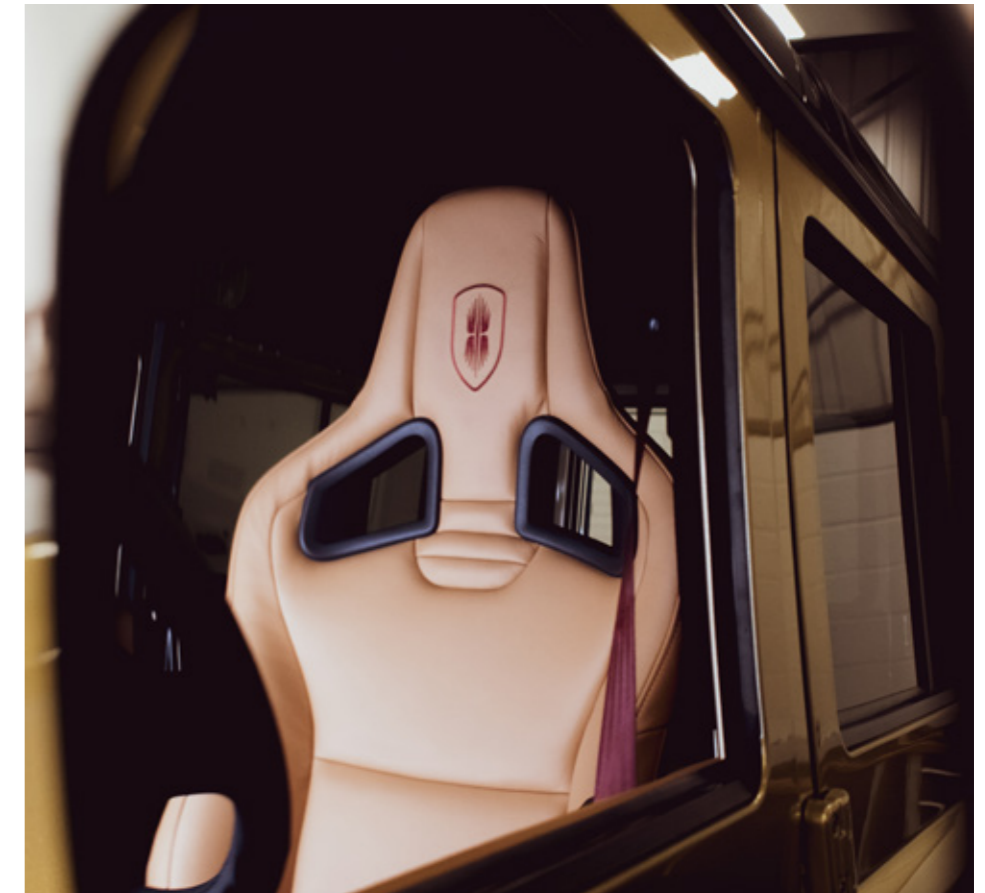
Peak Power: 450 HP

Peak Torque: 450 Nm

Upgraded brakes and suspension with optional air suspension



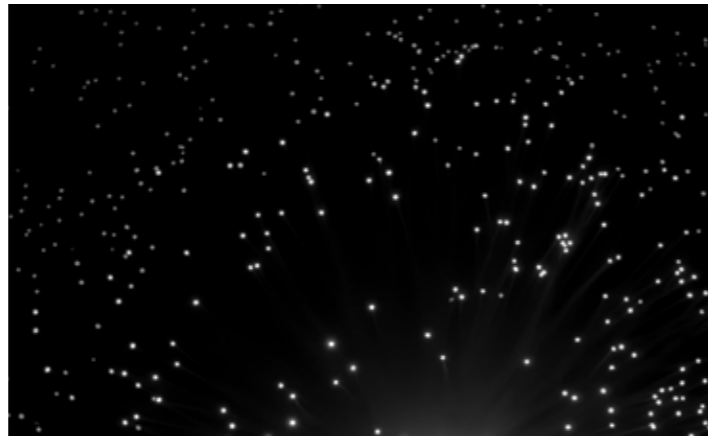
The seatbelts have been colour-matched to the maroon of The Duke of Lancaster's Regiment stable belt. The same shade has been used through the interior stitching and piping on a Selected Cashmere.



The lean design of the Recaro Sports seats provides comfort and optimum body support.



A carbon fibre bonnet references the material used to make Stuart's prosthetic leg.



Overhead is a bespoke starlight headliner on black alcantara, referencing the long nights Stuart spent in roofless Defenders while training in Canada.

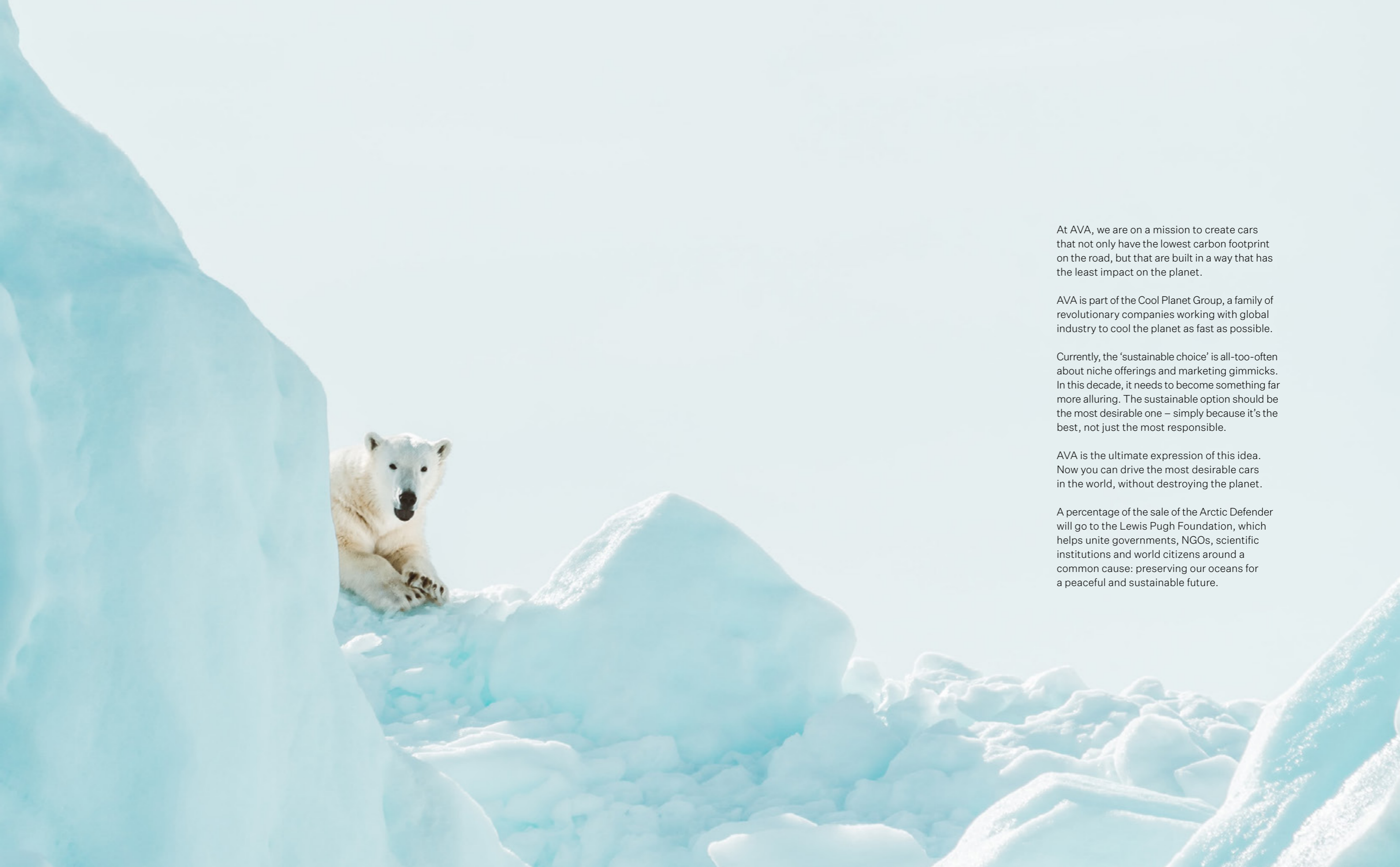


The rugged design features military-style doors, tyre pressure stencils, a centre pin front bumper and high performance exterior lights with military-style protective covers.

An individual dedication plate engraved with Stuart's signature is found on the dashboard. A percentage of the sale of this vehicle will go directly to supporting Blesma.org, which provides support to limbless and injured veterans.



THE ARCTIC DEFENDER



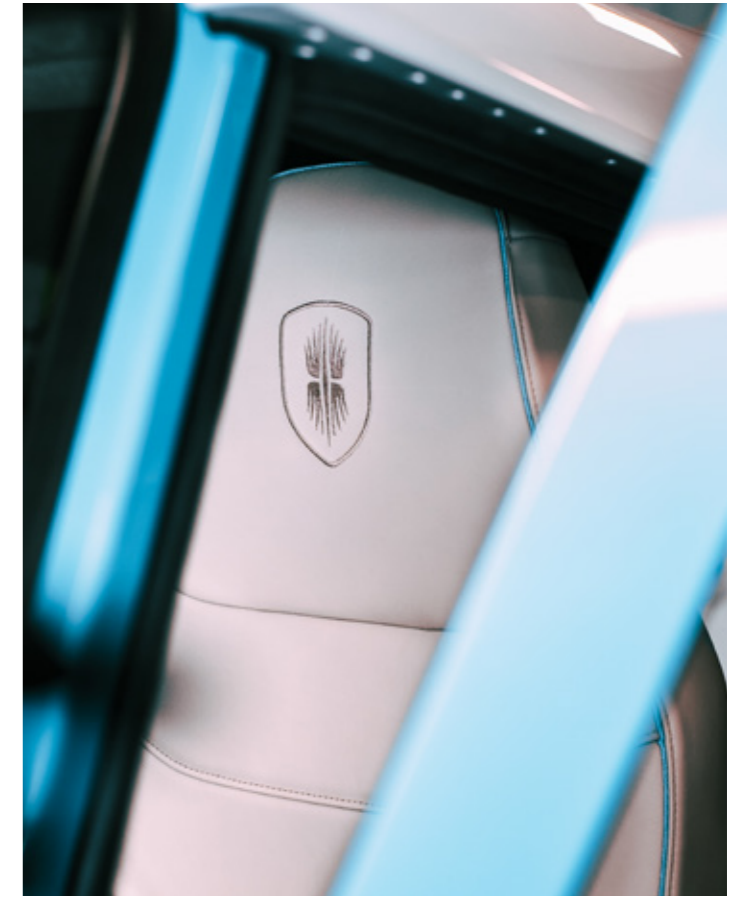
At AVA, we are on a mission to create cars that not only have the lowest carbon footprint on the road, but that are built in a way that has the least impact on the planet.

AVA is part of the Cool Planet Group, a family of revolutionary companies working with global industry to cool the planet as fast as possible.

Currently, the 'sustainable choice' is all-too-often about niche offerings and marketing gimmicks. In this decade, it needs to become something far more alluring. The sustainable option should be the most desirable one – simply because it's the best, not just the most responsible.

AVA is the ultimate expression of this idea. Now you can drive the most desirable cars in the world, without destroying the planet.

A percentage of the sale of the Arctic Defender will go to the Lewis Pugh Foundation, which helps unite governments, NGOs, scientific institutions and world citizens around a common cause: preserving our oceans for a peaceful and sustainable future.



The exterior is painted in a bespoke Arctic Blue with contrasting Gloss Ice White accents.

TECHNICAL SPECIFICATIONS

Battery size kWh: 100kWh

Charge Time: 5 hours at 22 kW

Type of charge: Type 2

Time to fully charge: 3 hours

Range: Up to 200 miles

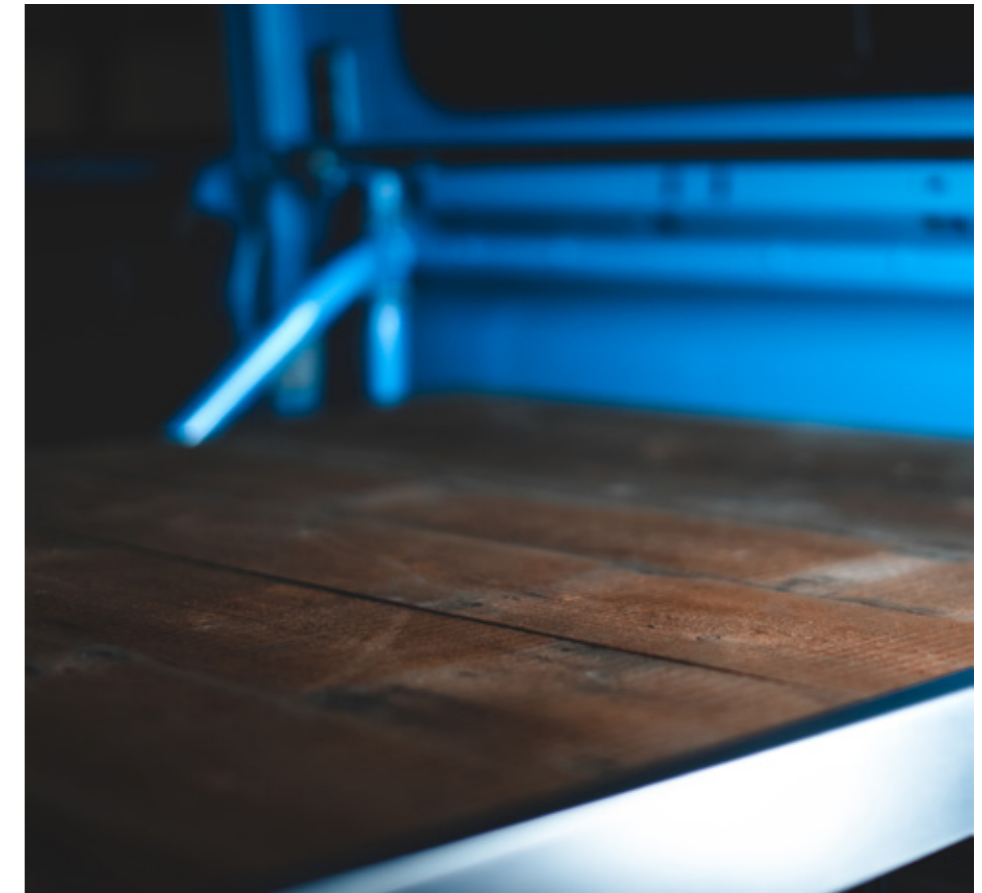
Speed: 0-60 in 5.4 sec

Peak Power: 450 HP

Peak Torque: 450 Nm

Upgraded brakes and suspension with optional air suspension

Vegan leather used throughout. The piping on the seats is made using reclaimed ocean plastics.



The decking in the rear is made from reclaimed wood.



FOR A FUTURE THAT'S
RICHER THAN OUR PAST

TO TELL YOUR STORY AS
PART OF THE AVA EDITIONS –
DEFENDER SERIES, CONTACT

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SUSTAINABILITY IS
THE CHALLENGE THAT
DEFINES OUR FUTURE.

WE ARE NOT HERE
TO TELL PEOPLE WHAT
THEY CANNOT DO.

WE ARE HERE TO BUILD
SOMETHING FAR BETTER –

LIFE WITHOUT LIMITS.



Hidden in the wilds of the Wicklow mountains, the AVA studio sits at the heart of Powerscourt Estate.

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