



DEFENDER 110 INTERIOR CMF



Defender 110

Lowest Trim

Defender S



Resist and Resolve	Resist	Windsor leather	Ultrafabrics™
Ebony \$0	Ebony \$0 Khaki/Ebony \$0 Light Cloud/Lunar \$0	Ebony \$750 Caraway \$950 Light Cloud perforated \$750	N/A

Defender X-Dynamic SE



N/A	Ebony \$0 Khaki/Ebony \$0 Light Cloud/Lunar \$0	Ebony \$750 Caraway \$950 Light Cloud perforated \$750	N/A
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Defender X



N/A	N/A N/A N/A	Ebony \$0 Caraway/Ebony \$200	Light Cloud/Lunar \$0
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Defender V8



Highest Trim

N/A	N/A N/A N/A	Ebony \$0 Caraway/Ebony \$200	Light Cloud/Lunar \$0
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Defender 110

Lowest Trim

Defender **S**



Light Cloud Powder Coat
\$0

Dark Grey Powder Coat
\$200



Cross car beam

5 Seats
\$0



Seat Configuration

5 + 2 Seats
\$2,350



Defender **X-Dynamic SE**



Light Cloud Powder Coat
\$0

Dark Grey Powder Coat
\$200



Cross car beam

5 Seats
\$0



Seat Configuration

5 + 2 Seats
\$2,350



Defender **X**



N/A

5 Seats
\$0



Seat Configuration

5 + 2 Seats
\$2,350



Defender **V8**



N/A

N/A

Highest Trim

Lexus Gx 550

Benchmarking												
Brand	Vehicle	MSRP	Grade	Colorway	Decor Trim		Cost	Line-Up	Seats			
 GX 550		\$66,935	Premium	Dapple Gray		Black Trim		\$0	All Interior Color	Standard		
				Black		Black Grain Trim		\$0	All Interior Color	Standard		
				Saddle Tan		Brown Grain Trim		\$0	All Interior Color	Standard		
		\$79,400	Luxury	Dapple Gray		Black Grain Trim		\$0	All Interior Color	Standard		
				Black		Black Grain Trim		\$0	All Interior Color	Standard		
				Saddle Tan		Brown Grain Trim		\$0	All Interior Color	Standard		
		\$74,580	Overtrail	N/A								
				Black W/ Olive		Black Grain Trim		\$0	All Interior Color	Standard		
				Chateau W/ Olive		Black Grain Trim		\$0	All Interior Color	Standard		

Toyota Land Cruiser

Benchmarking											
Brand	Vehicle	MSRP	Grade	Colorway	Decor Trim		Cost	Line-Up	Seats		
	Land Cruiser	\$63,365		Java SoftTex		Hard Plastic/ Rugged Finish		\$0	All	Standard	
				Java Leather		Hard Plastic/ Rugged Finish		\$4,600	Premium Package	Leather	
				Black SoftTex		Hard Plastic/ Rugged Finish		\$0	All	Standard	
				Black Leather		Hard Plastic/ Rugged Finish		\$4,600	Premium Package	Leather	
		\$59,095	1958 	Black		Silver / Gunmetal Accents		\$0	All	Standard	

Mercedes G63

Benchmarking											
Brand	Vehicle	MSRP	Grade	Colorway		Decor Trim		Cost	Line-Up	Seats	
	G-Class	\$153,900		Black w/ Diamond Stitching		MANUFAKTUR Black Piano Lacquer		\$13,700	Exclusive Interior Package Plus	Comfort Seats	
				MANUFAKTUR Bengal Red/Black two-tone Nappa leather		Natural Grain Walnut Wood		\$13,420	Manufaktur Interior Package	Comfort Seats	
				Black Nappa Leather		Light Brown Sen Wood		\$5,300	All Interior Color	Standard	
		\$163,200		Black Nappa Leather		Natural Grain Walnut Wood		\$0	Standard	Standard	
				Black Exclusive Nappa leather w/diamond stitching		Black Grain Trim		\$15,720	Exclusive Interior Package Plus	Comfort Seats	
				Black Exclusive Nappa leather w/diamond stitching		Brown Grain Trim		\$18,120	Exclusive Interior Package Plus	Comfort Seats	
		\$195,500		MANUFAKTUR Black Nappa leather w/Bengal Red A-band		Natural Grain Walnut Wood		\$13,420	Exclusive Interior Package Plus	Comfort Seats	
				Black w/ Diamond Stitching		Black Grain Trim		\$13,700	Exclusive Interior Package Plus	Comfort Seats	
				Tartufo Brown/Black Exclusive Nappa leather w/diamond stitching		AMG Carbon Fiber		\$13,520	Exclusive Interior Package Plus	Comfort Seats	

USER

Age: 57 Years Old

Job: Meta Engineer @ Seattle

Family: Lives with his dog Tula

TREVOR ASH



\$63,500 MSRP

Age: 35-45
Active lifestyle
First-time adventure SUV buyer



BASECAMP

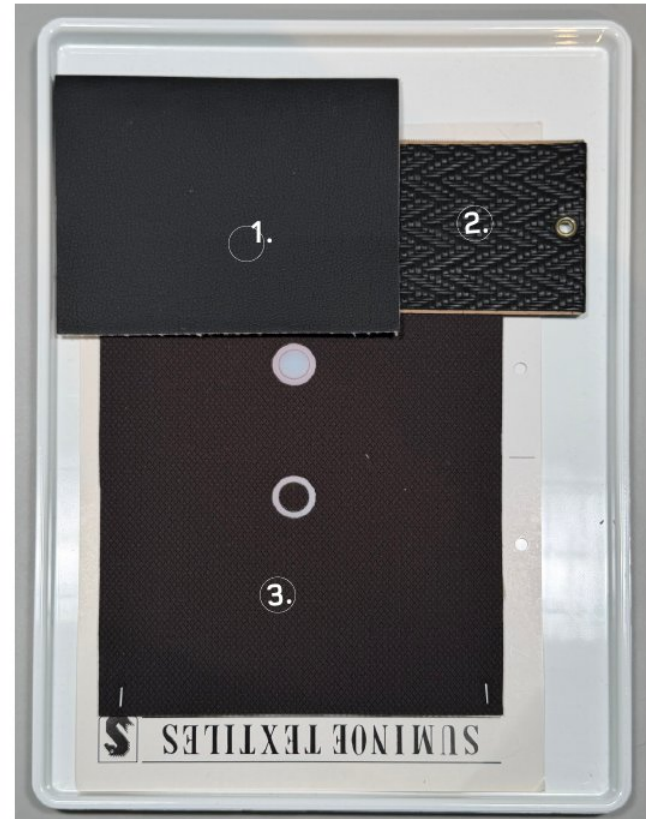
BASECAMP

\$63,500 MSRP

1. Onyx 1MV06

2. Napoli Zig Zag Licorice NZZ7

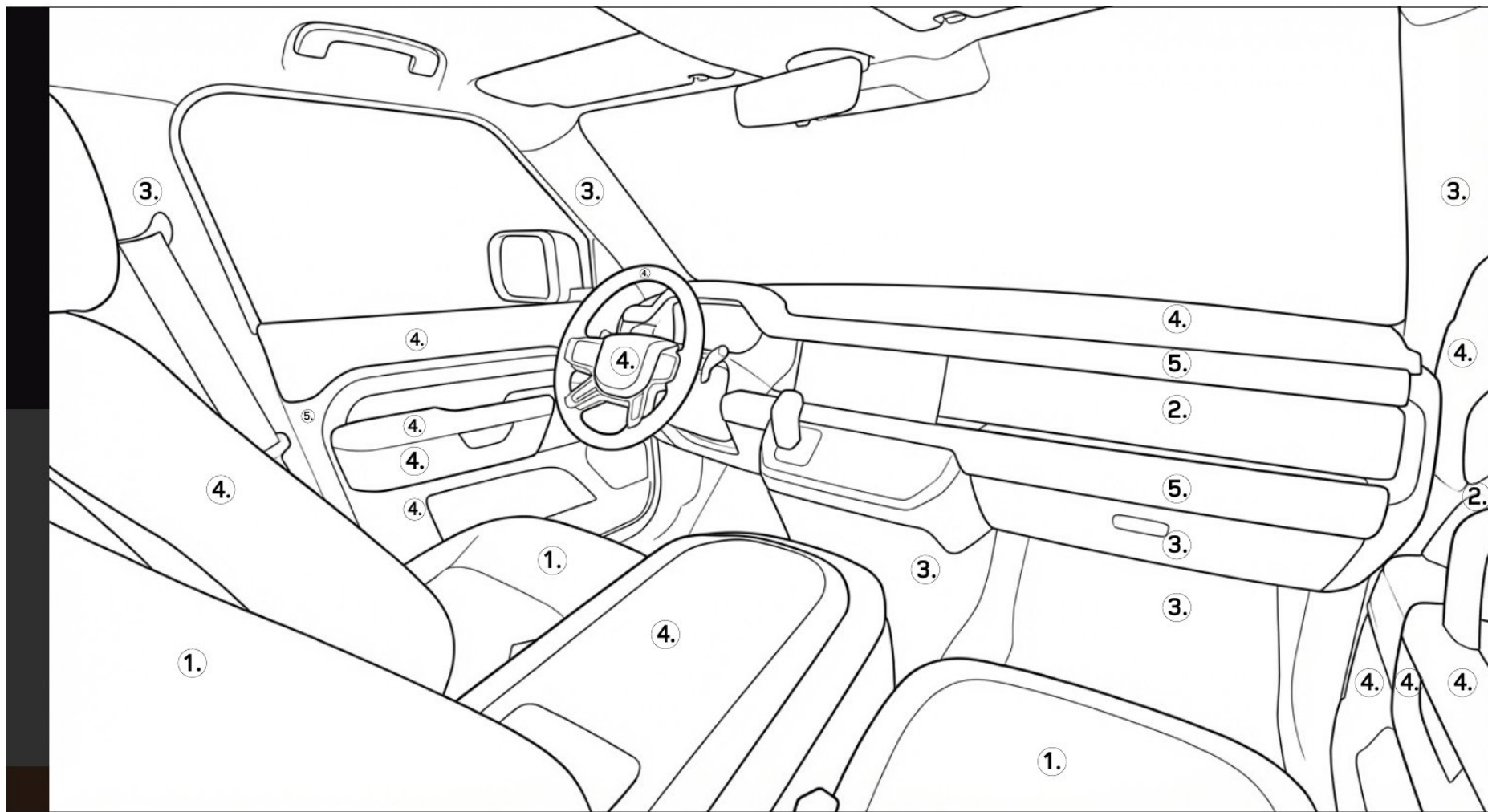
3. Connectivity 98371Nv



BASECAMP

\$63,500 MSRP

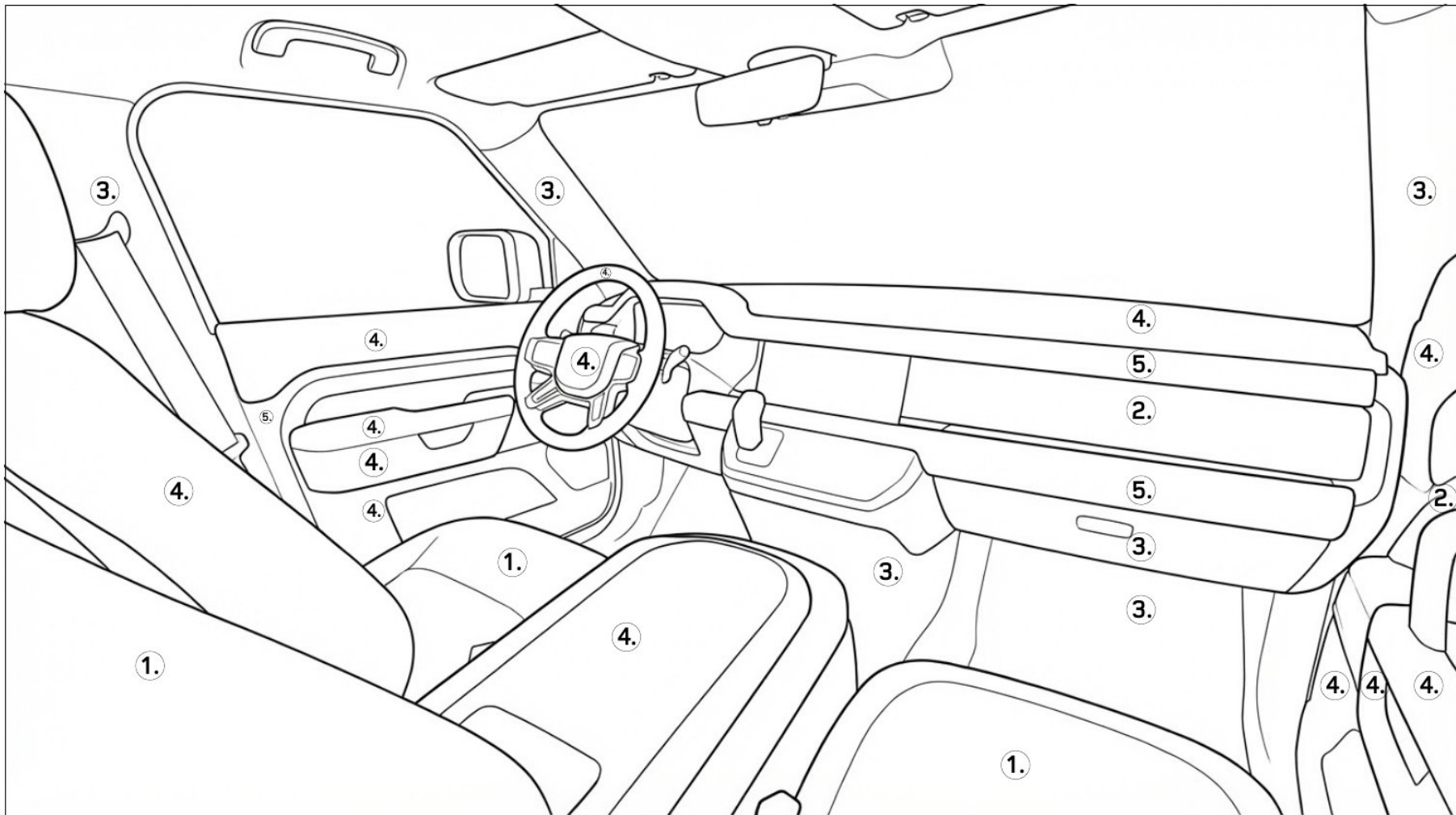
1. Gray patterned Heavy-duty polyester
2. Black patterned Aluminum
3. Black ABS Plastic
4. Black Leather
5. Black Aluminum



BASECAMP

\$63,500 MSRP

1.  **#302F30**
Graphite Weave
2.  **#0D0B0D**
Outland Hex
3.  **#000000**
Black ABS Plastic
4.  **#0D0B0D**
Basecamp Leather
5.  **#0D0B0D**
Black Aluminum



BASECAMP

\$63,500 MSRP

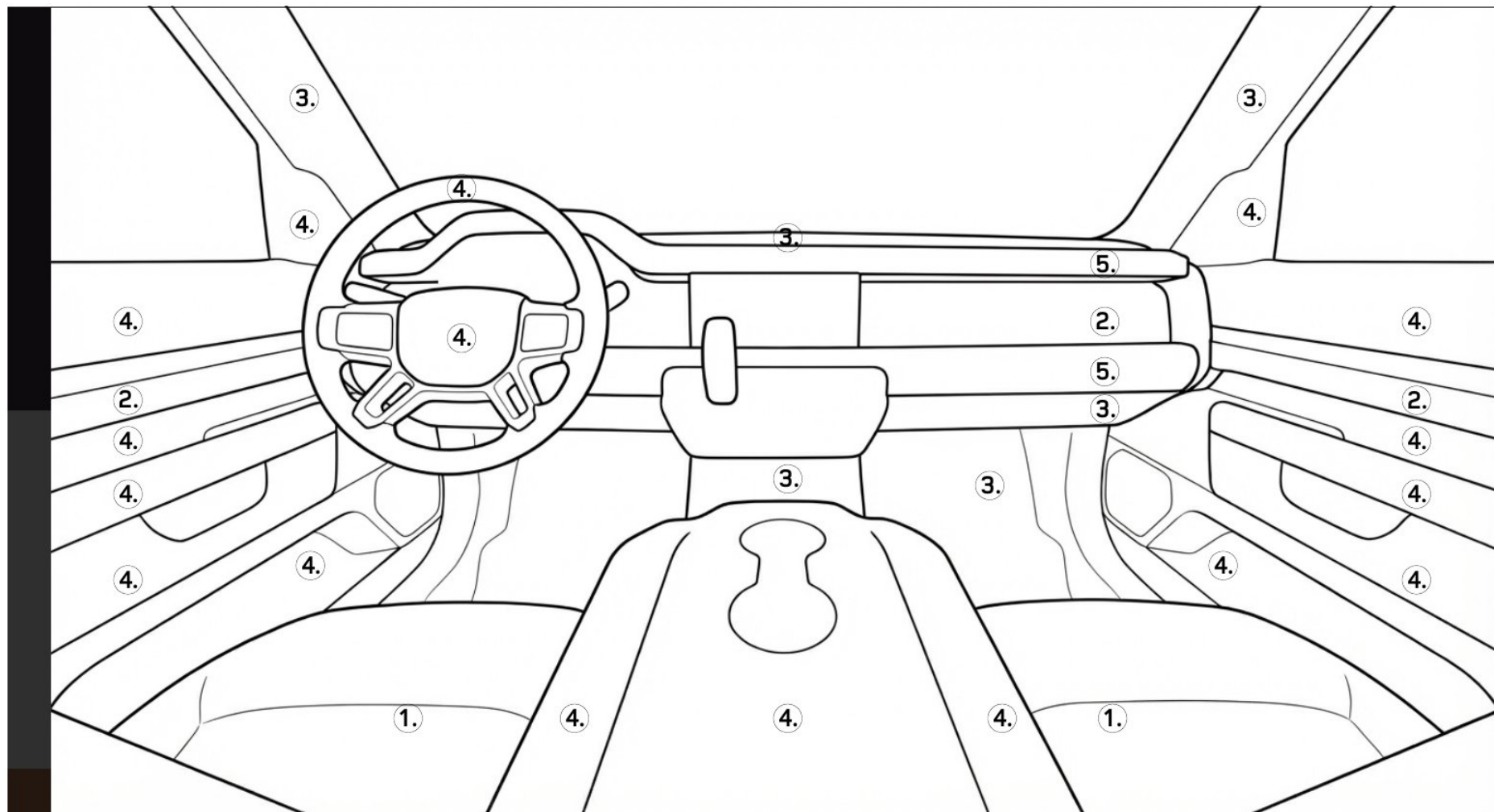
1. Gray patterned
Heavy-duty polyester

2. Black patterned Aluminum

3. Black ABS Plastic

4. Black Leather

5. Black Aluminum



BASECAMP

\$63,500 MSRP

1.



#302F30

Graphite Weave

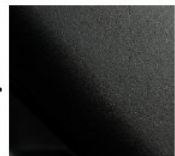
2.



#0D0B0D

Outland Hex

3.



#000000

Black ABS Plastic

4.



#0D0B0D

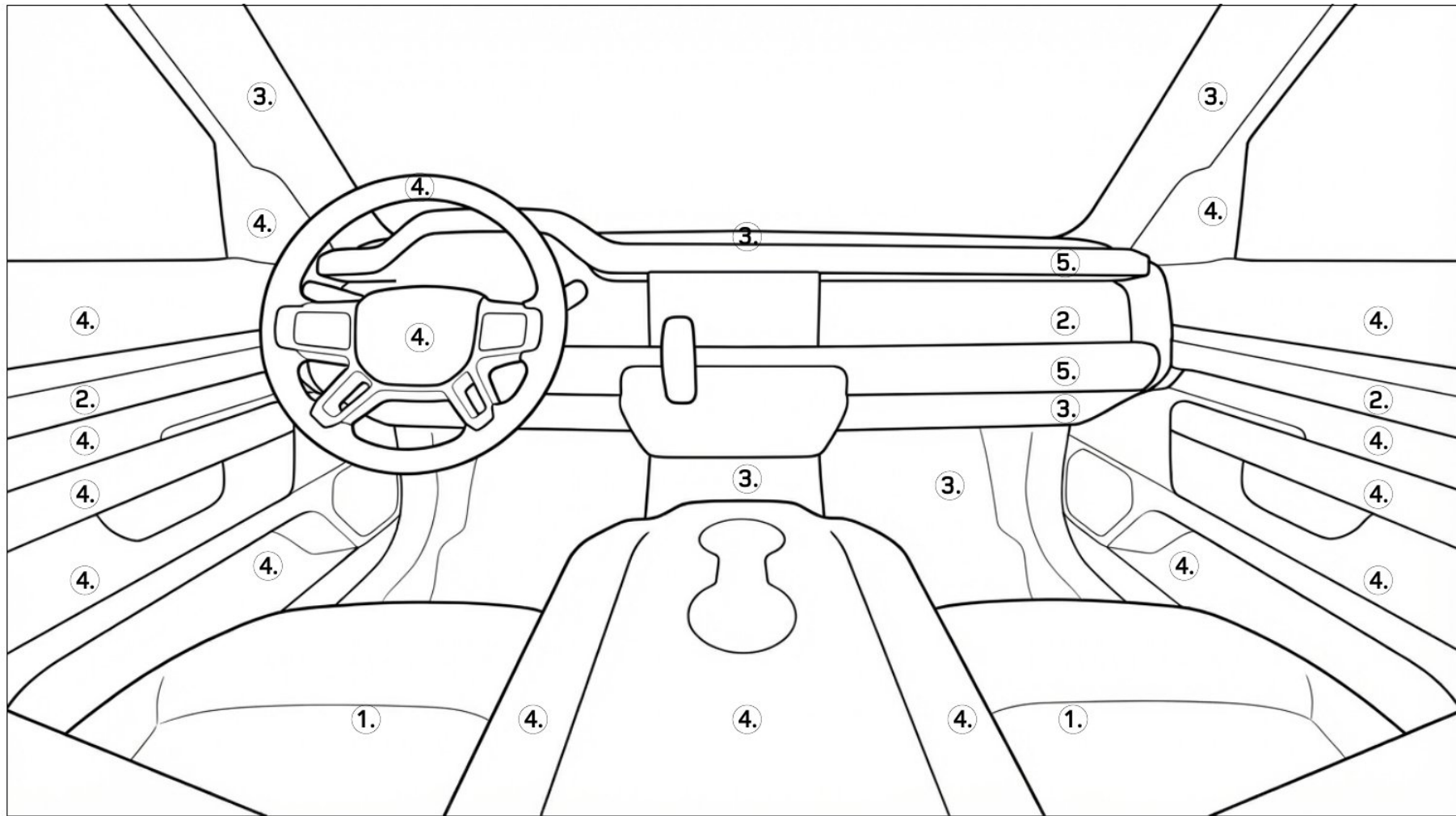
Black Leather

5.



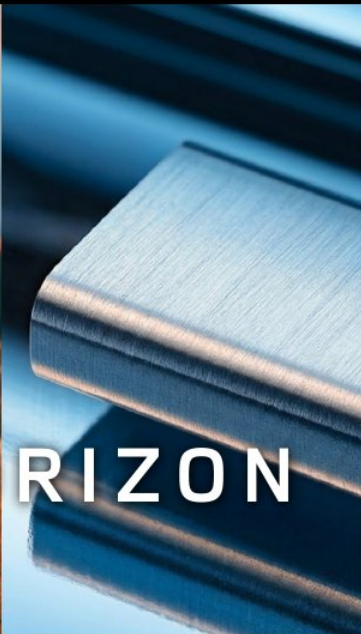
#0D0B0D

Black Aluminum



\$75,200 MSRP

Age: 35-45
Active lifestyle
They don't just go outdoors — they curate the experience



HORIZON

\$75,200 MSRP

1. Boticelli Blue 40-20506

2. Silver 613T

3. Royal Suede RS42-Tile Blue

4. Truffle 2114 Leather



HORIZON

\$75,200 MSRP

1. Brown Leather

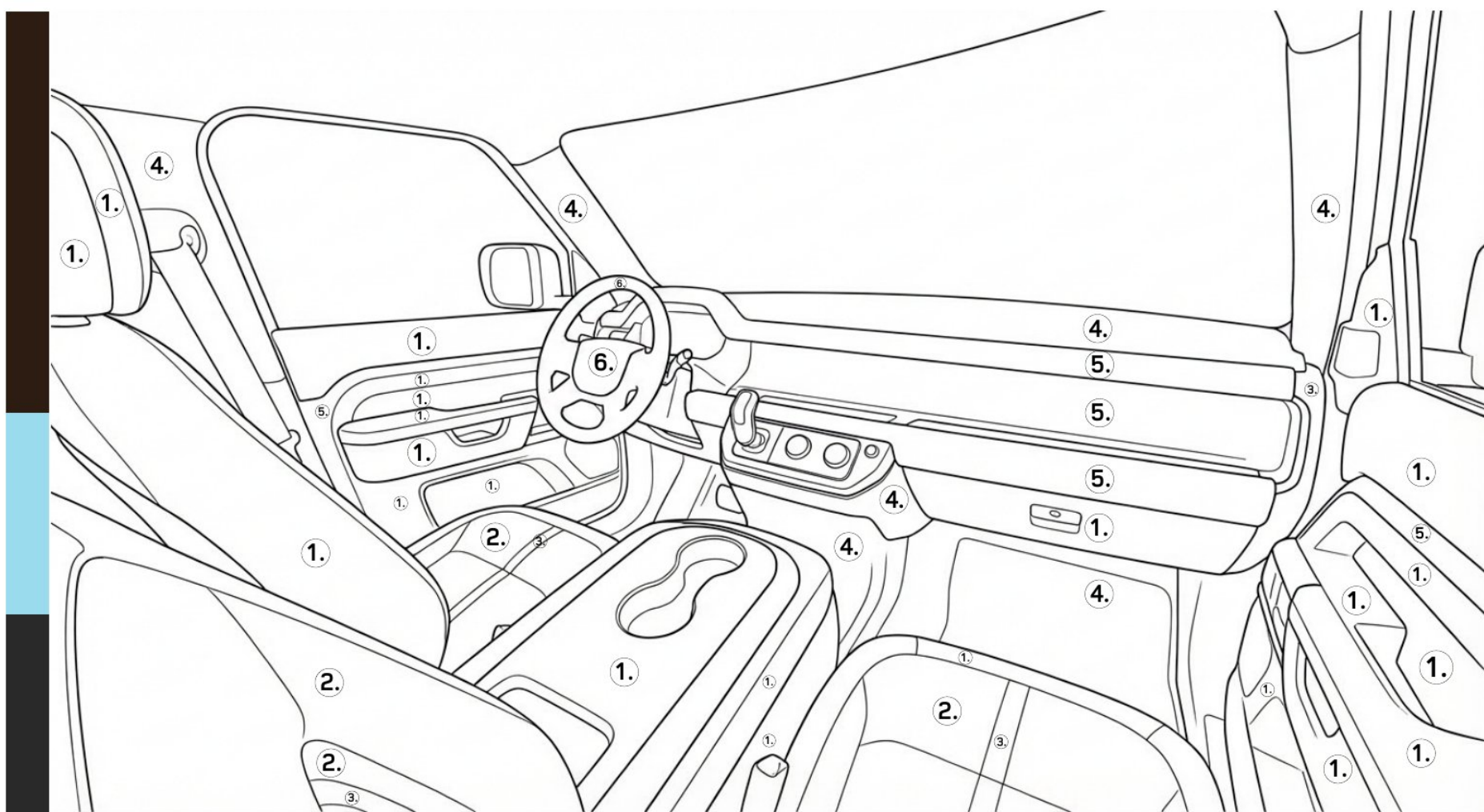
2. Blue Skrim perferated
Brown Leather

3. Blue Suede

4. Black ABS Plastic

5. Blue Aluminum

6. Black Leather



HORIZON

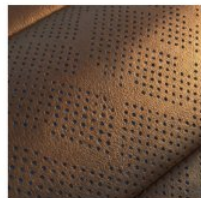
\$75,200 MSRP

1.



#2D1C12
Brown Leather

2.

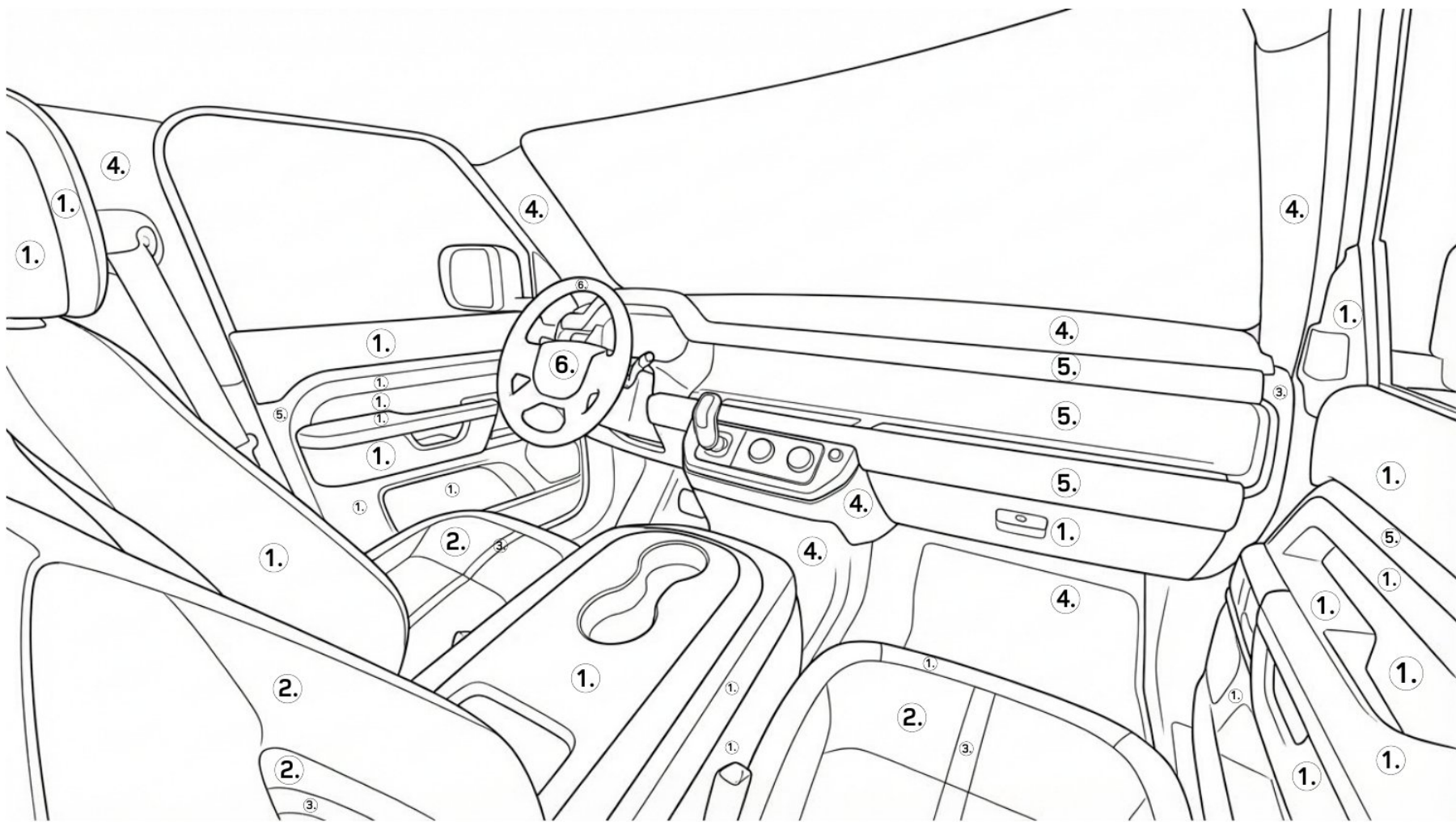


#2D1C12
Blue Skrim
perferated
Brown Leather

3.



#9ADBEE
Blue Suede



HORIZON

\$75,200 MSRP



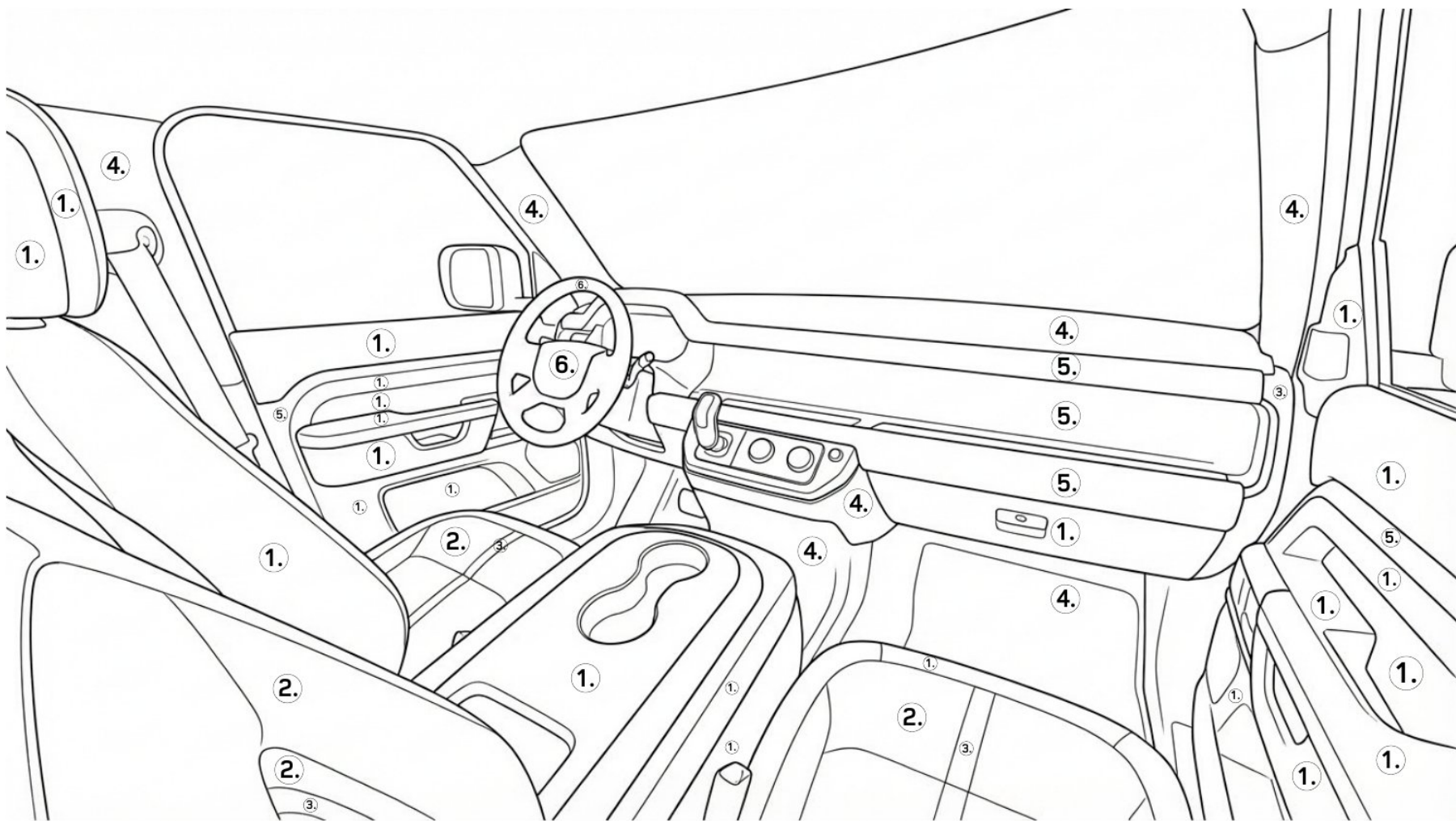
#000000
Black ABS Plastic



#9ADBEE
Blue Aluminum



#0D0B0D
Black Leather



HORIZON

\$75,200 MSRP

1. Brown Leather

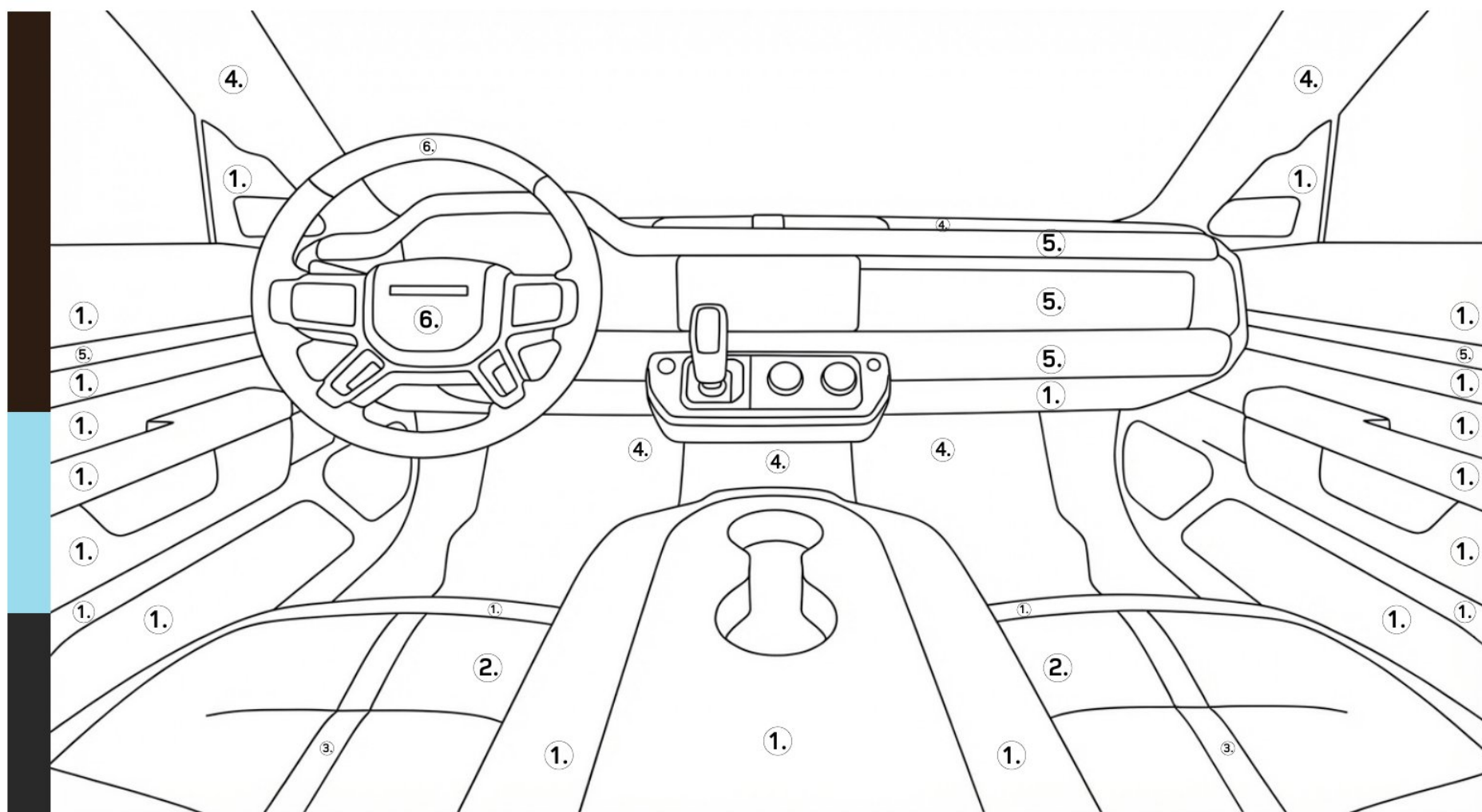
2. Blue Skrim perferated
Brown Leather

3. Blue Suede

4. Black ABS Plastic

5. Blue Aluminum

6. Black Leather



HORIZON

\$75,200 MSRP



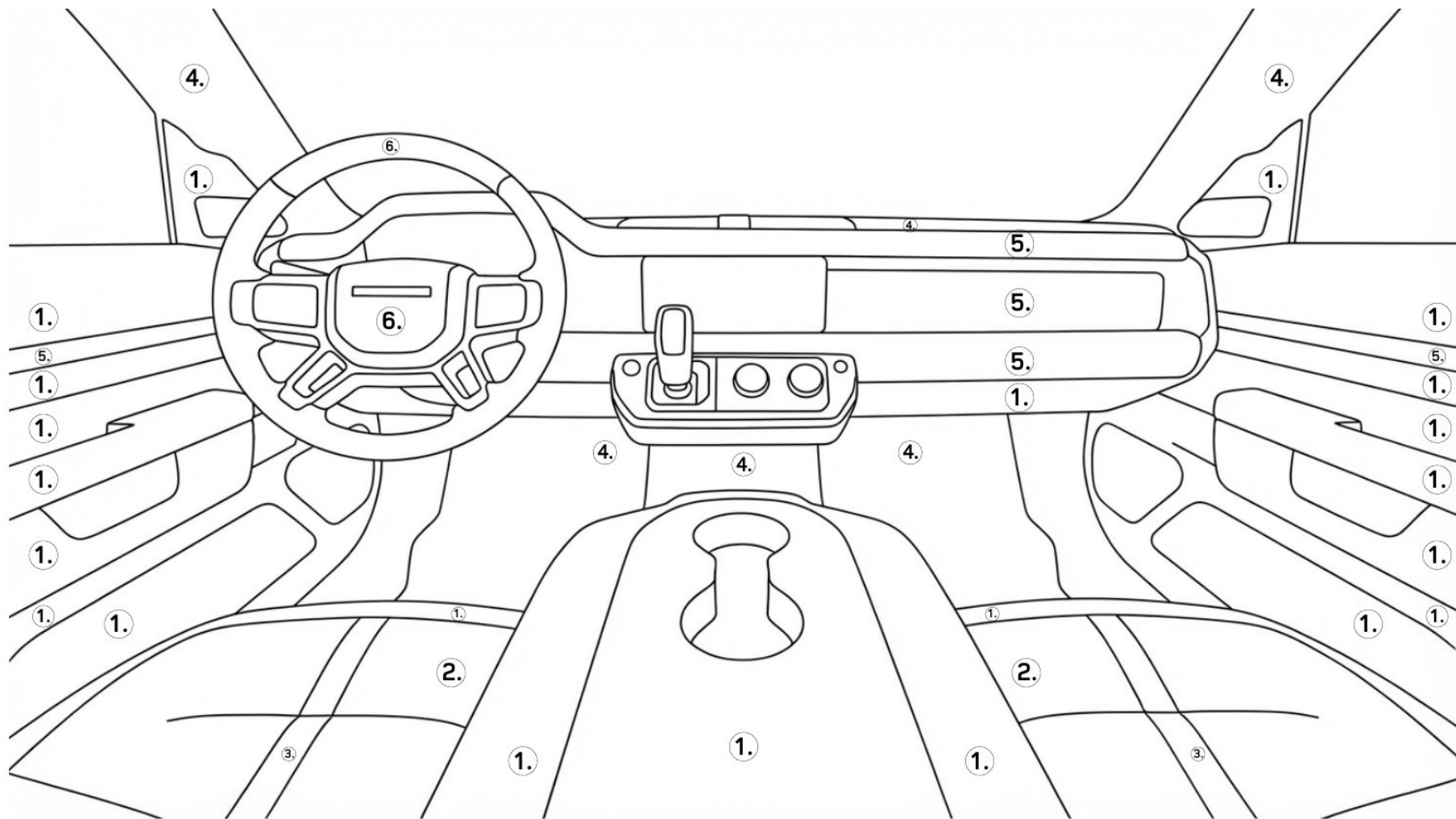
#2D1C12
Brown Leather



#2D1C12
Blue Skrim
perferated
Brown Leather



#9ADBEE
Blue Suede



HORIZON

\$75,200 MSRP

#000000

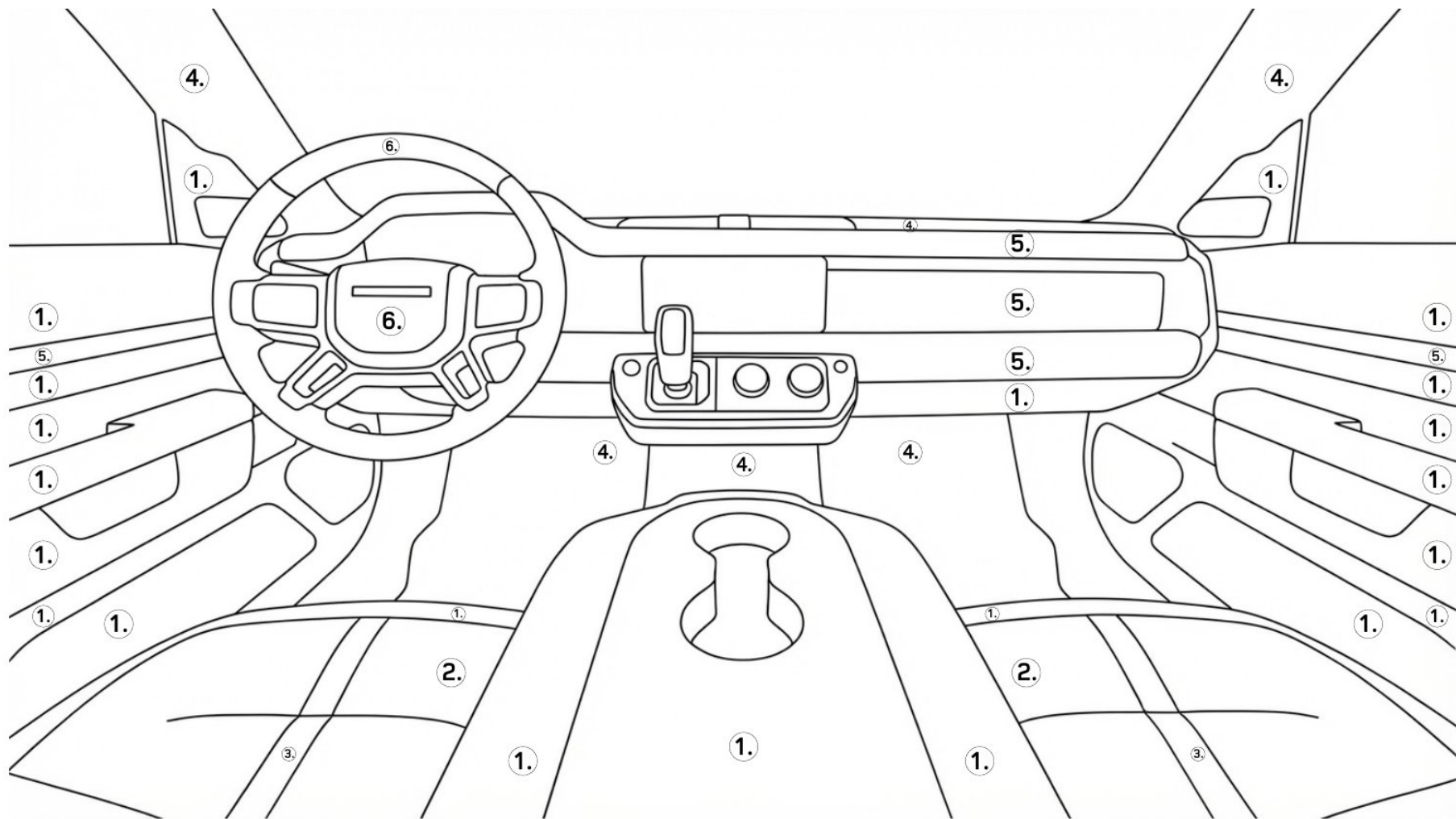
Black ABS Plastic

#9ADBEE

Blue Aluminum

#0D0B0D

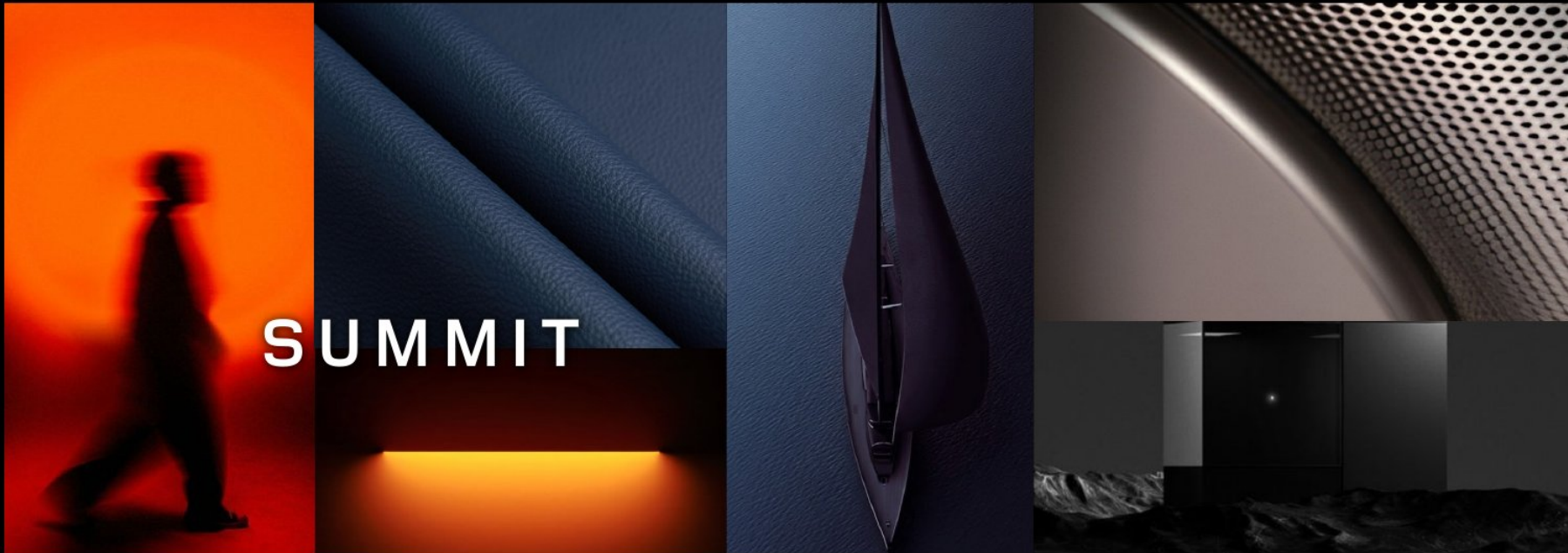
Black Leather



\$95,600 MSRP

Age: 35-45
Competitive personality
This person doesn't go outside to relax
They go outside to challenge themselves

SUMMIT



SUMMIT

\$95,600 MSRP

1. Erra Brown MG390.0.112.10

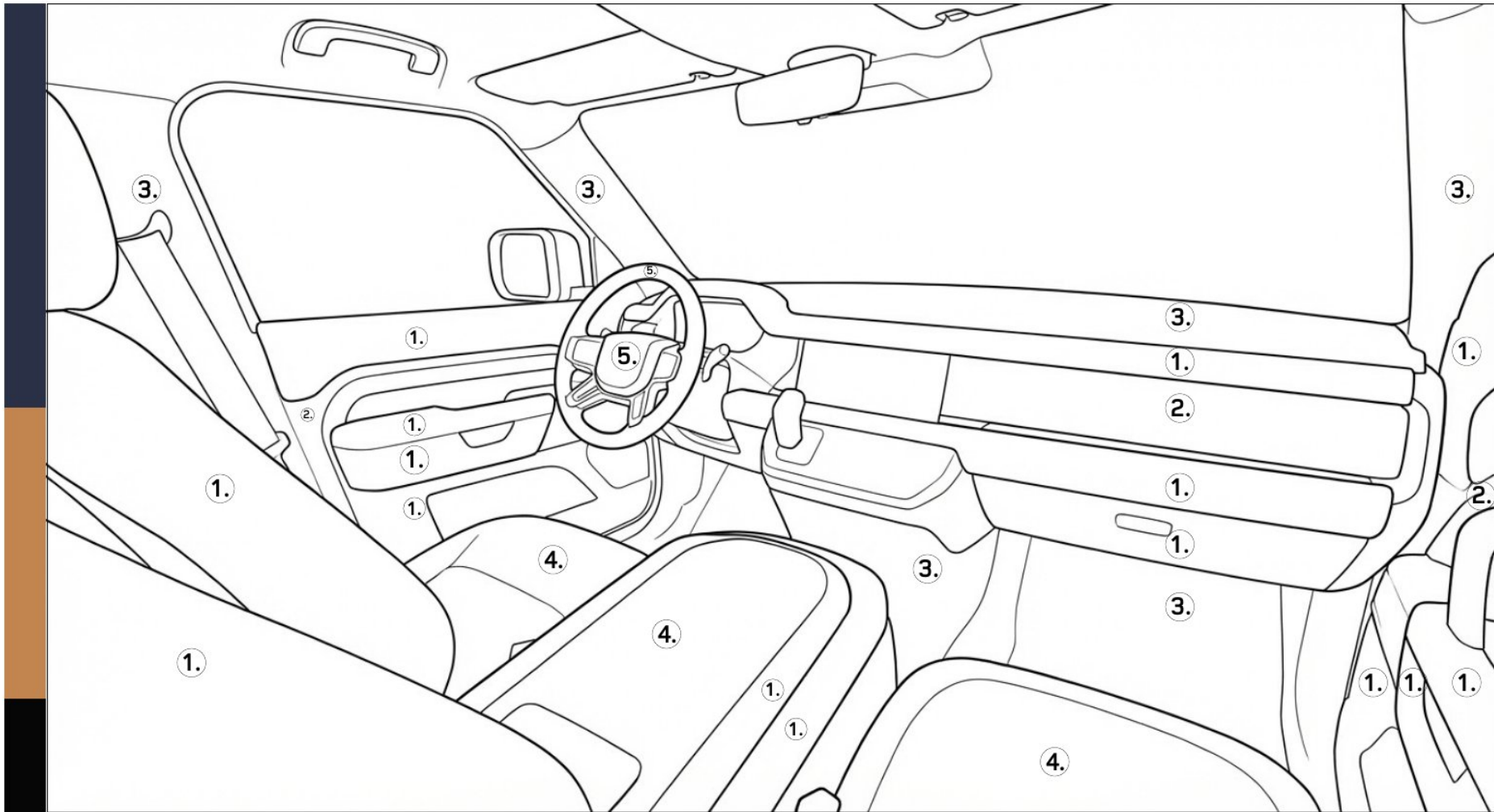
2. Deep Sea 2121 Leather

3. Preston Oceania #291



\$95,600 MSRP

- ## 5. Black Leather



SUMMIT

\$95,600 MSRP

1.



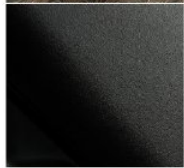
#2A3147
Blue Leather

2.



#C28550
Yellow/Gold
Aluminum

3.



#000000
Black ABS Plastic

4.

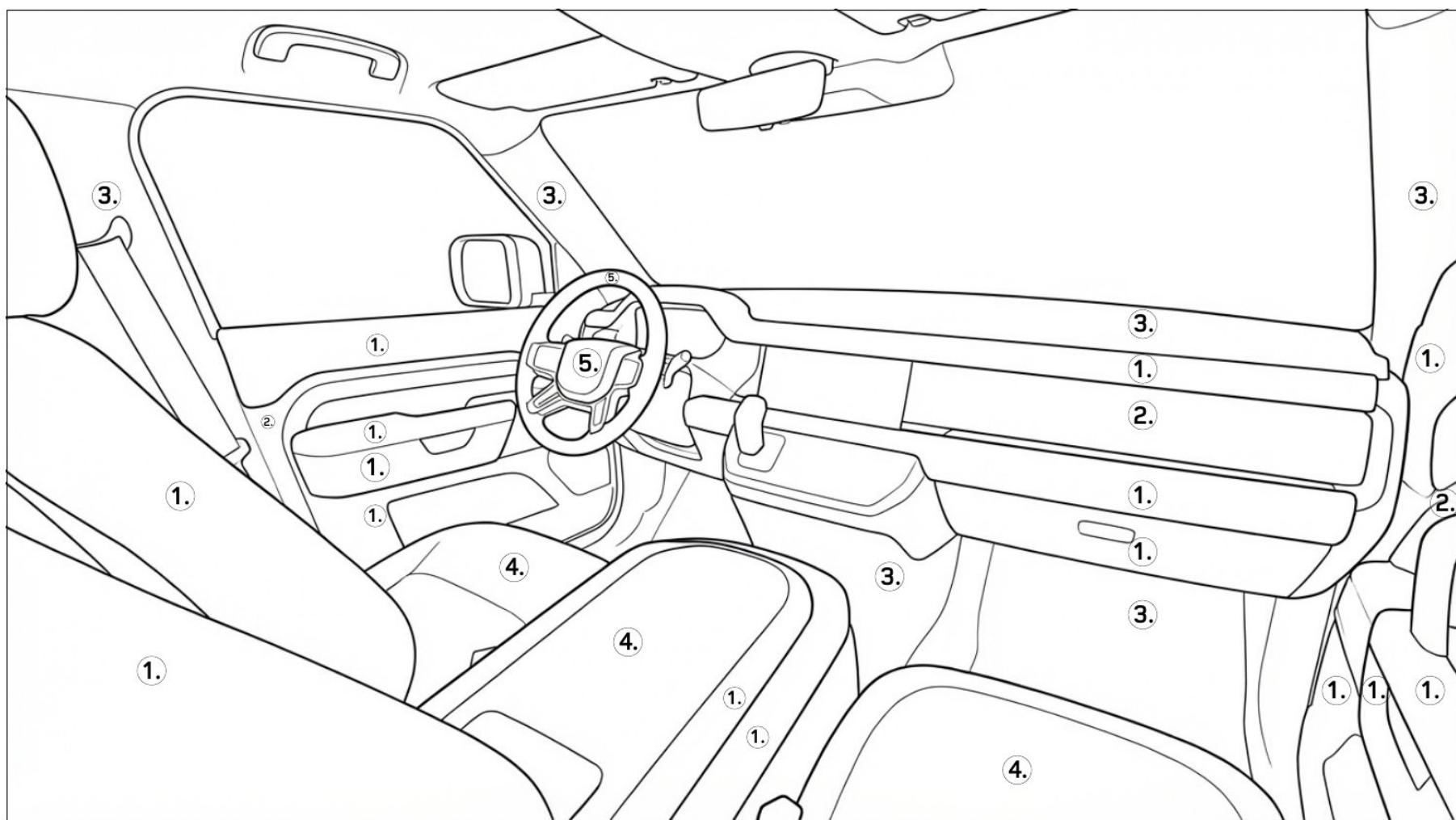


#2A3147
Blue patterned
Leather

5.



#0D0B0D
Black Leather



SUMMIT

\$95,600 MSRP

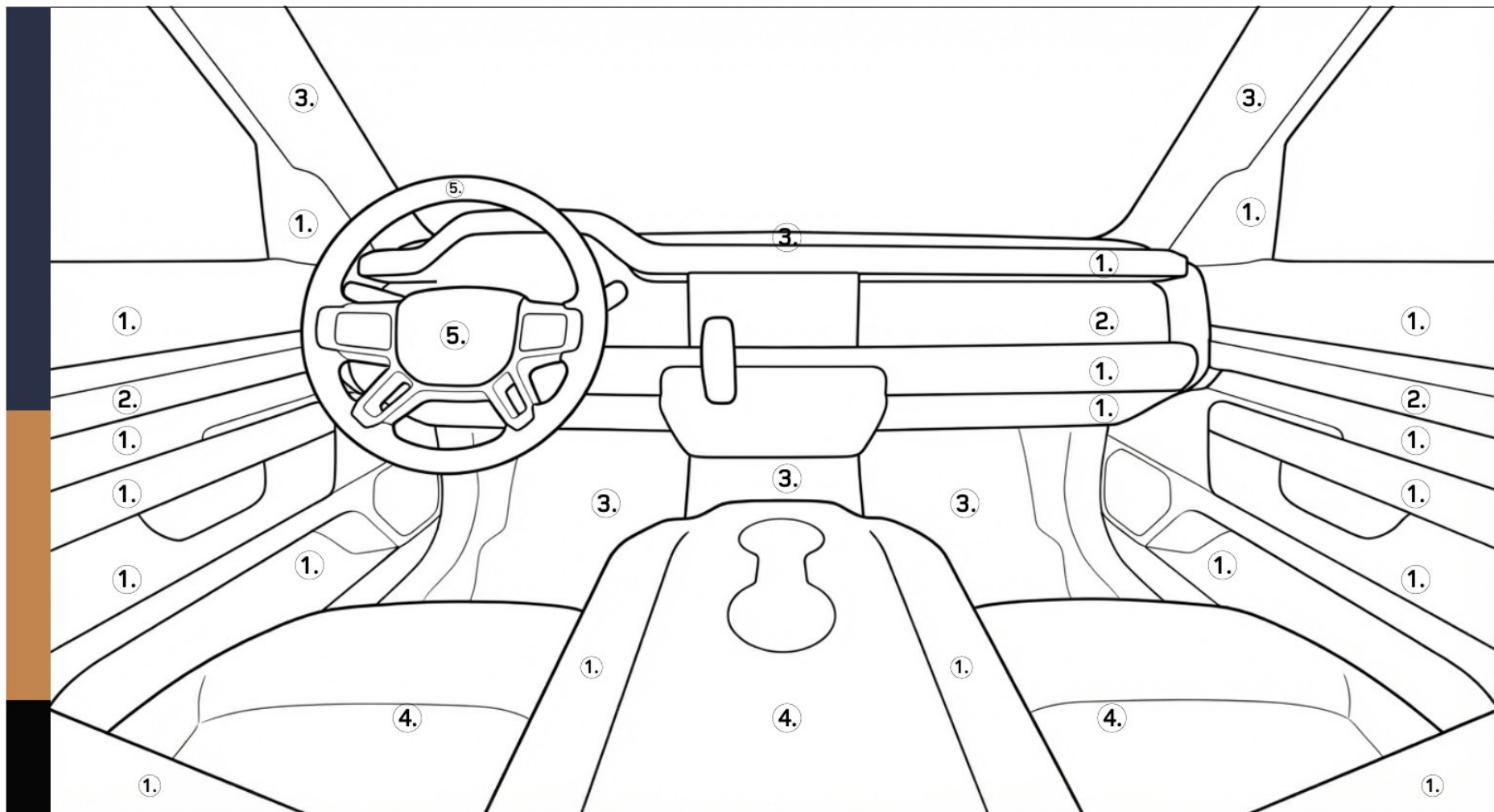
1. Blue Leather

2. Yellow/Gold Aluminum

3. Black ABS Plastic

4. Blue patterned Leather

5. Black Leather



SUMMIT

\$95,600 MSRP

1.



#2A3147

Blue Leather

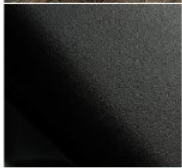
2.



#C28550

Yellow/Gold
Aluminum

3.



#000000

Black ABS Plastic

4.



#2A3147

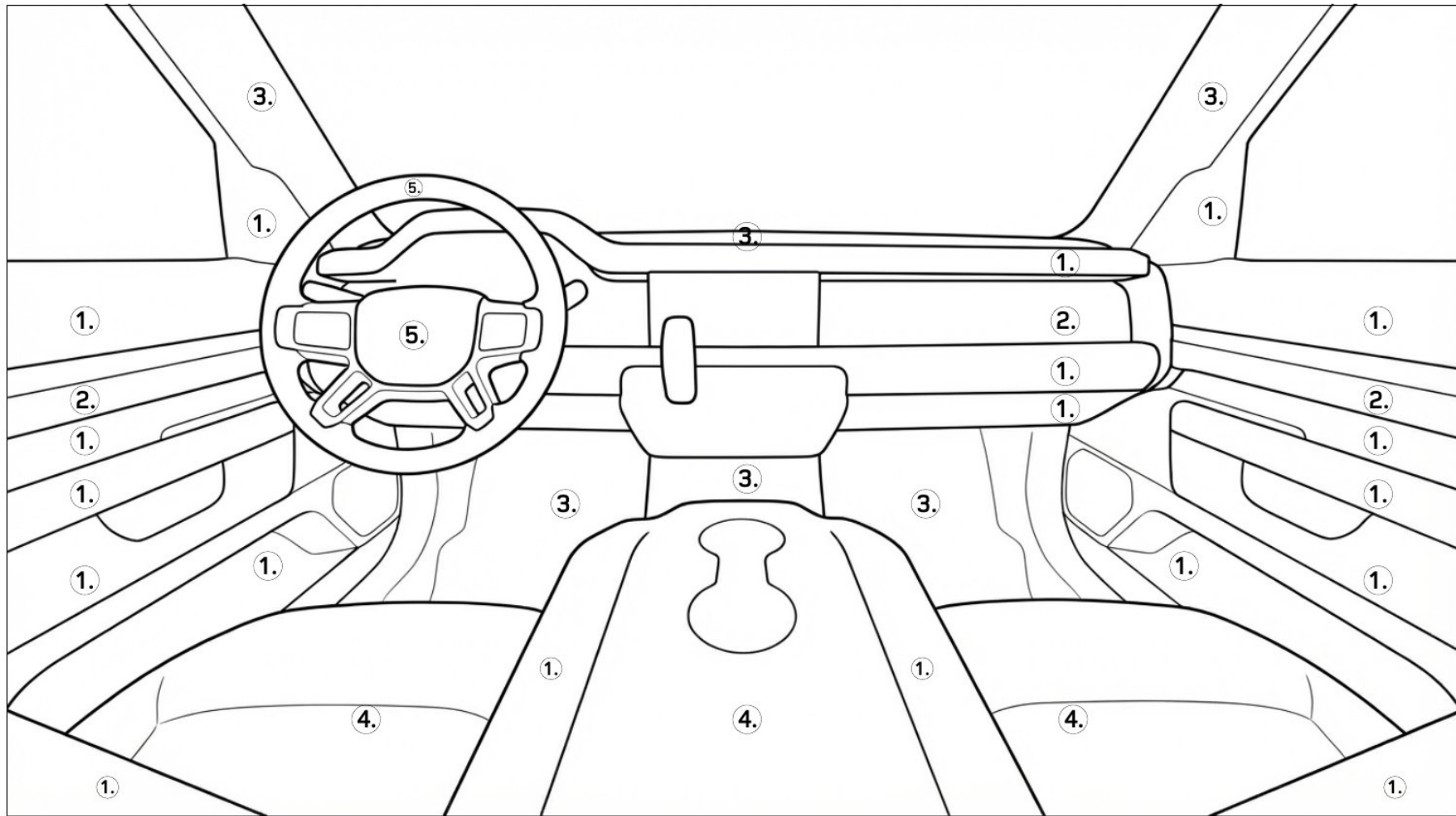
Blue patterned
Leather

5.



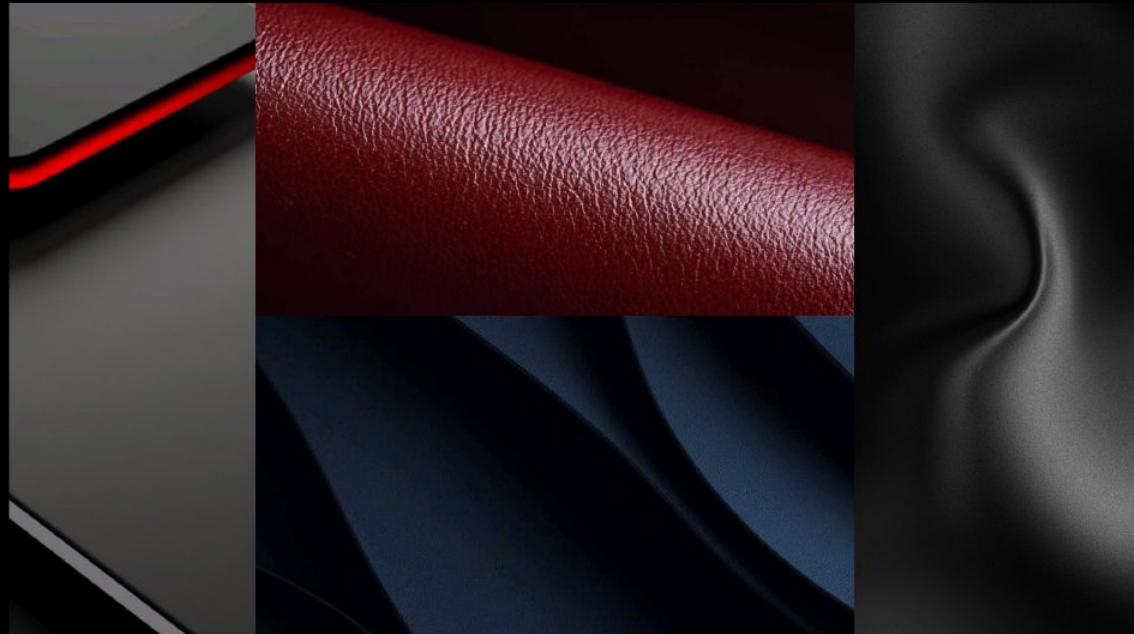
#0D0B0D

Black Leather



\$118,500 MSRP

Age: 35-55
Needs the extra spark of speed
This person doesn't drive to get to places
They drive to be at one with the engine



APEX

\$118,500 MSRP

1. Spice CAFECY-9873

2. Black Alcantara

3. Royal Suede Chickadee RS16

4. Pewter Wave Insert

5. Modern Metallics Luscious Red MM04



APEX

\$118,500 MSRP

1. Red Leather

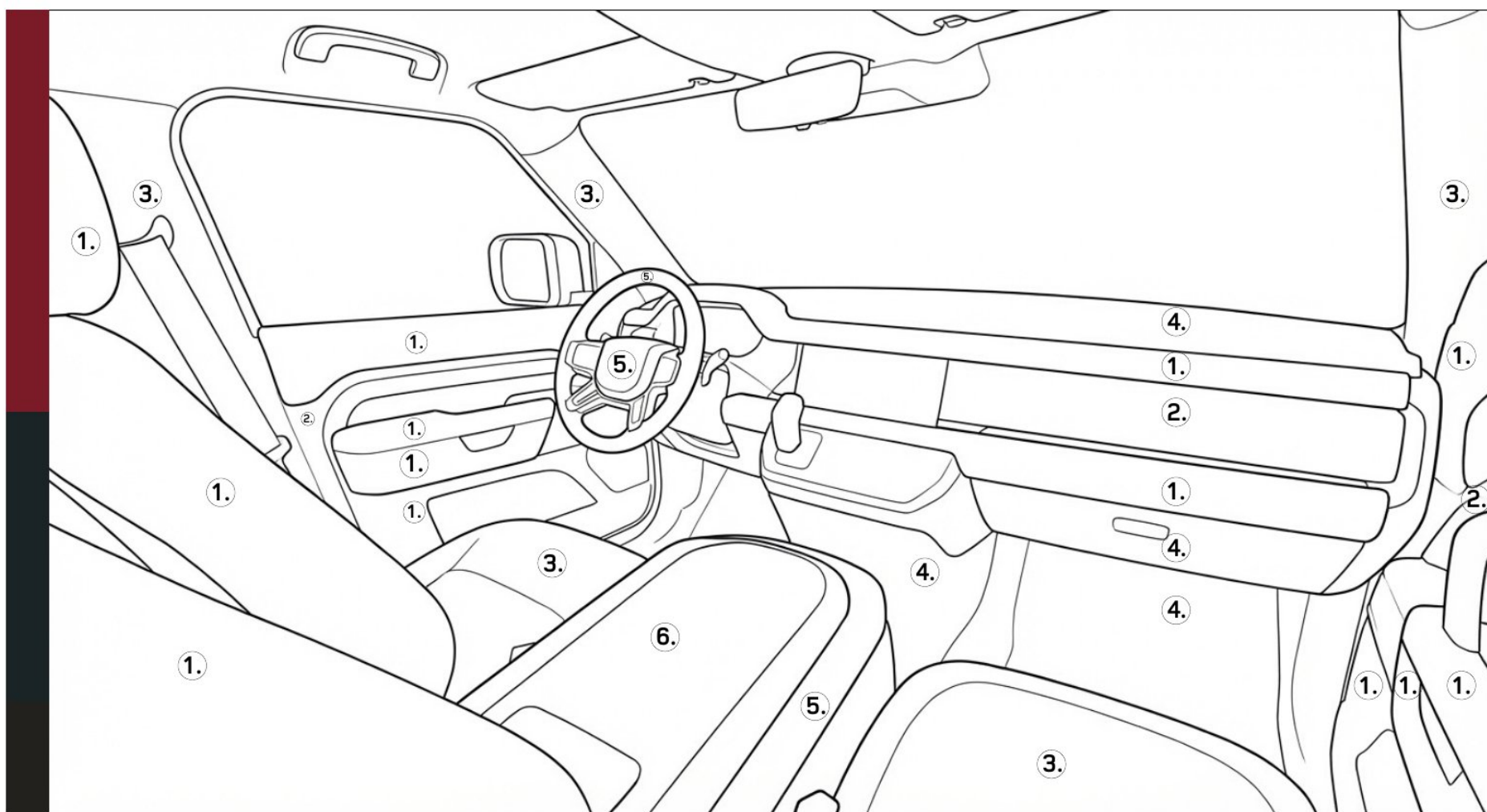
2. Forged Matte Carbon

3. Dark Gray Suede

4. Black Heavy-Duty plastic

5. Black Leather

6. Black Suede



APEX

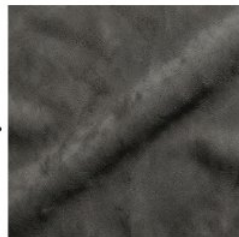
\$118,500 MSRP



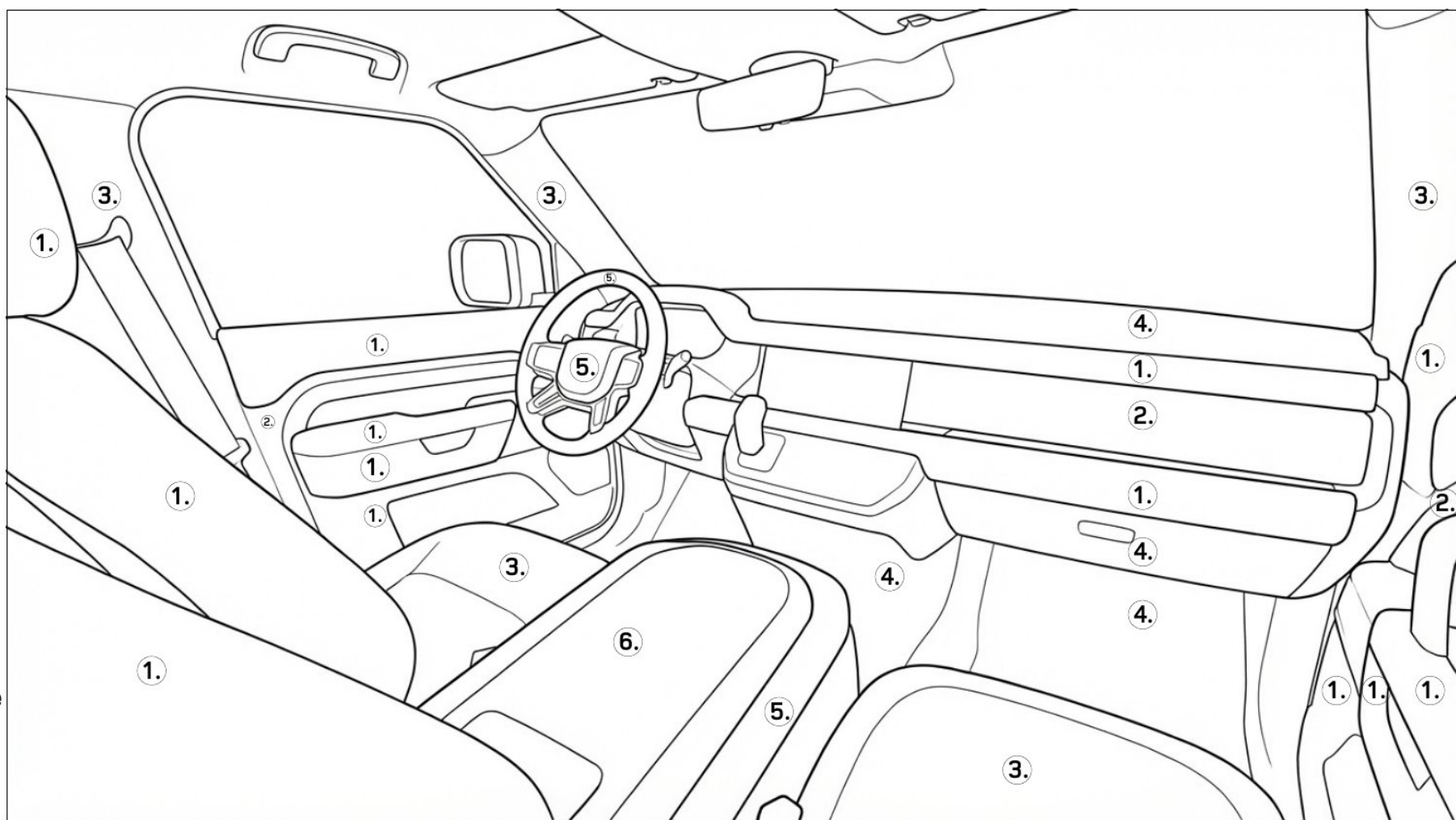
1. #7B1B28
Red Leather



2. Forged Matte
Carbon

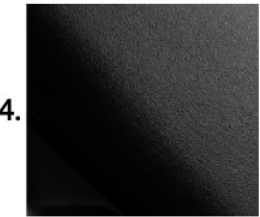


3. #22211D
Dark Gray Suede

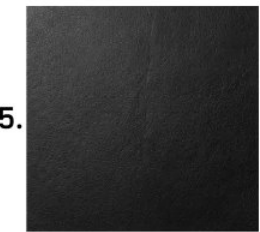


APEX

\$118,500 MSRP



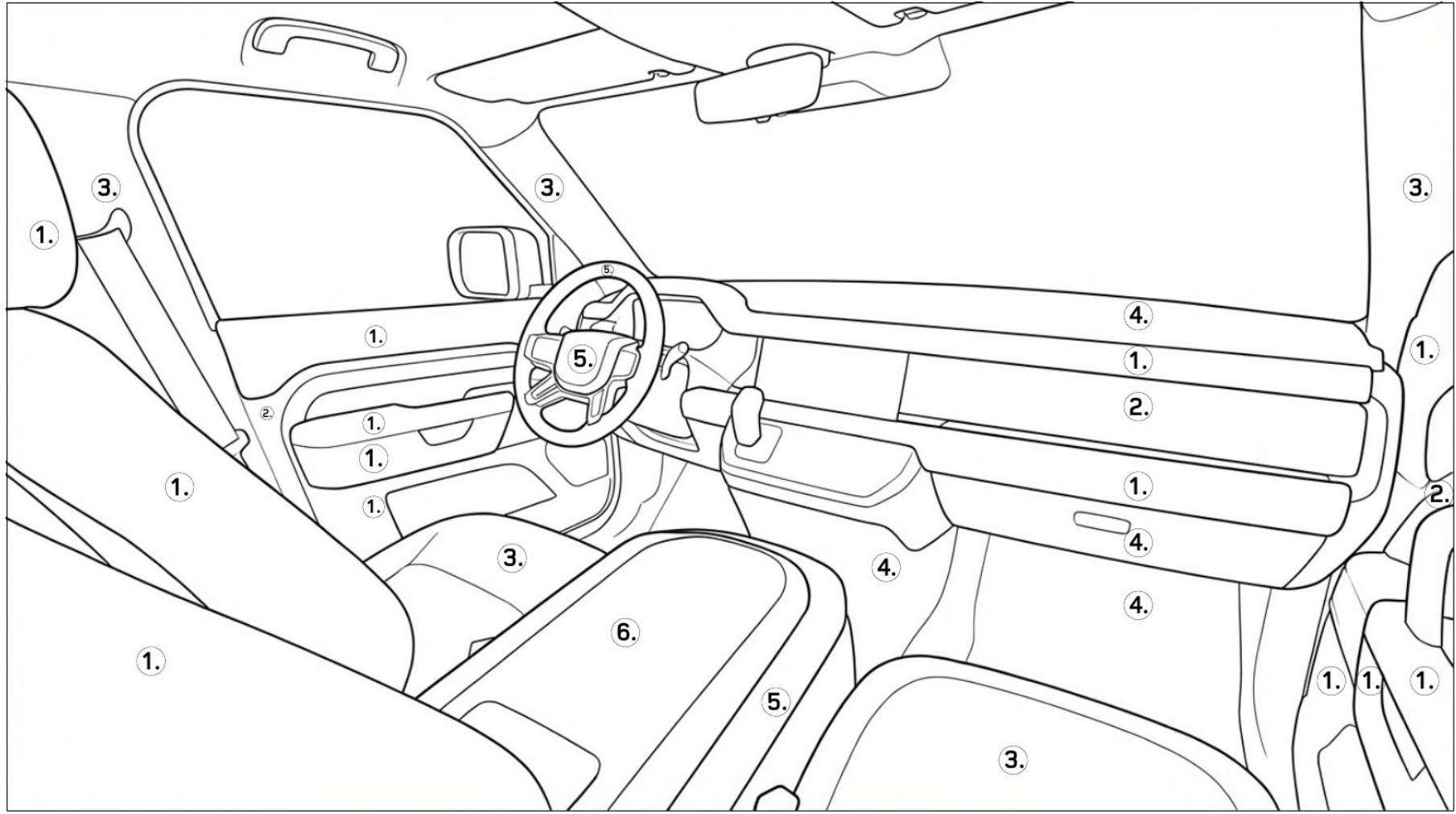
#000000
Black ABS
Plastic



#0D0B0D
Black Leather



#1A2326
Black Suede



APEX

\$118,500 MSRP

1. Red Leather

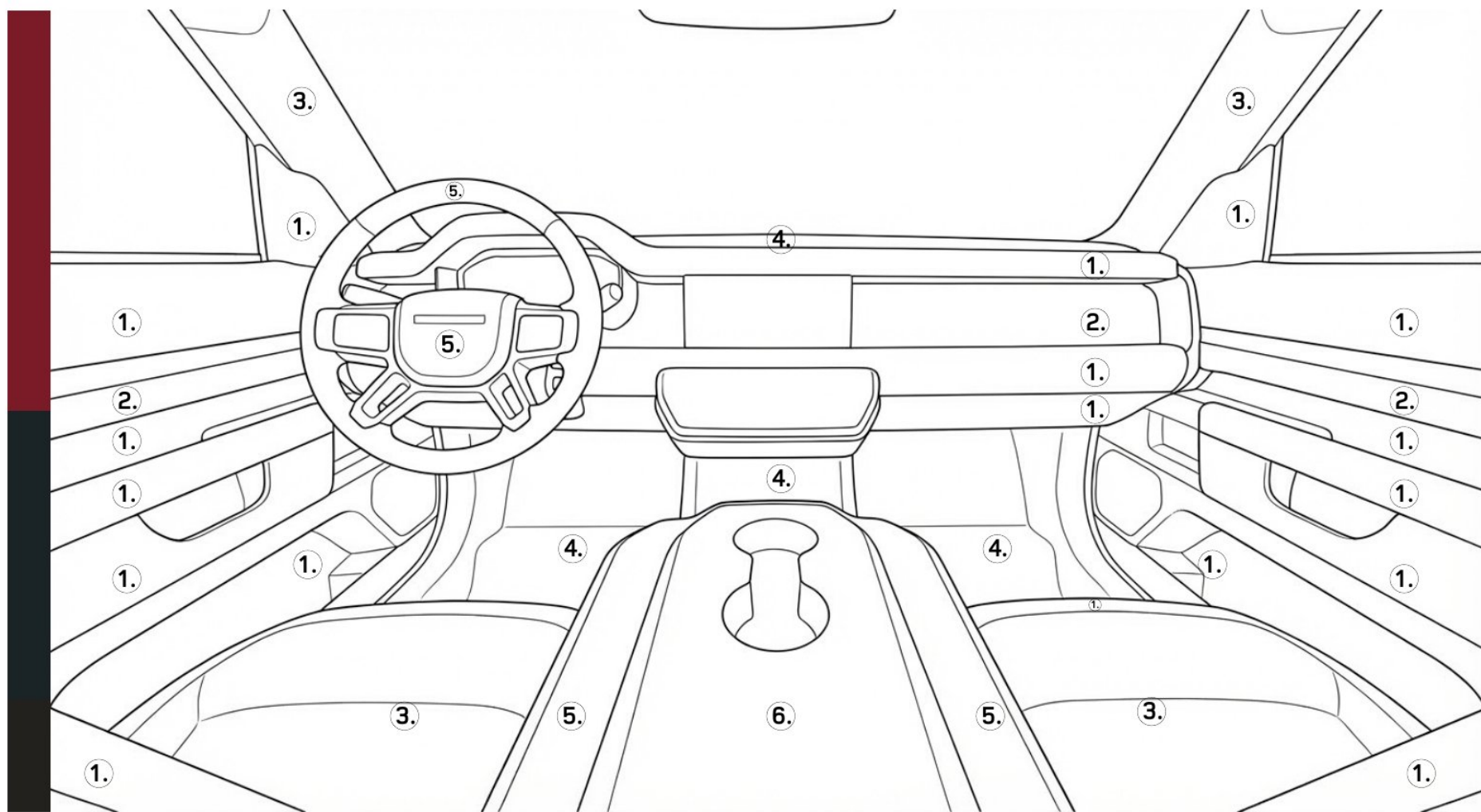
2. Forged Matte Carbon

3. Dark Gray Suede

4. Black Heavy-Duty plastic

5. Black Leather

6. Black Suede



APEX

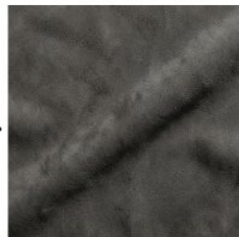
\$118,500 MSRP



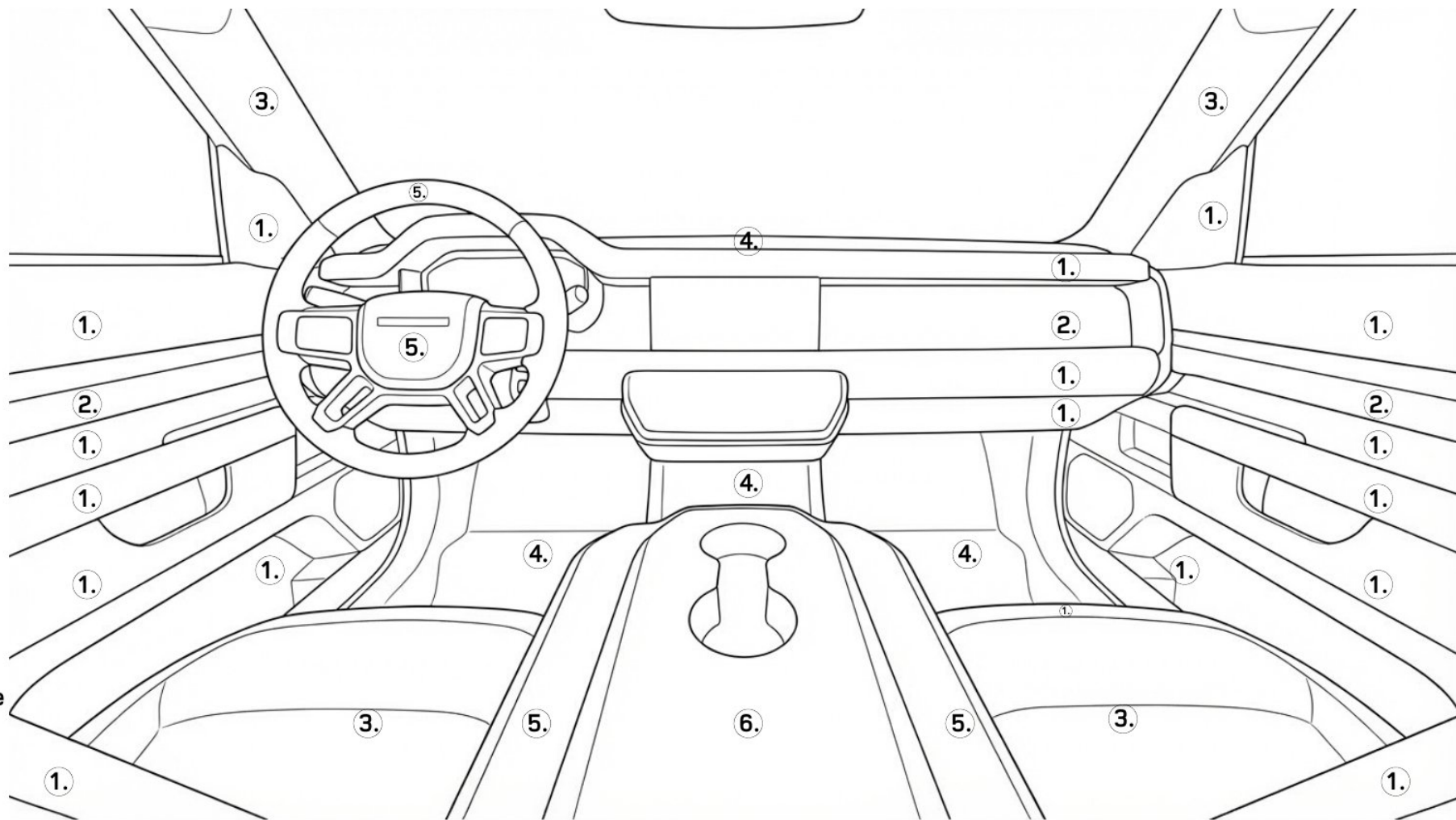
1. #7B1B28
Red Leather



2. Forged Matte
Carbon

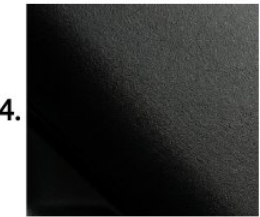


3. #22211D
Dark Gray Suede

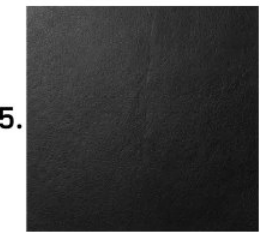


APEX

\$118,500 MSRP



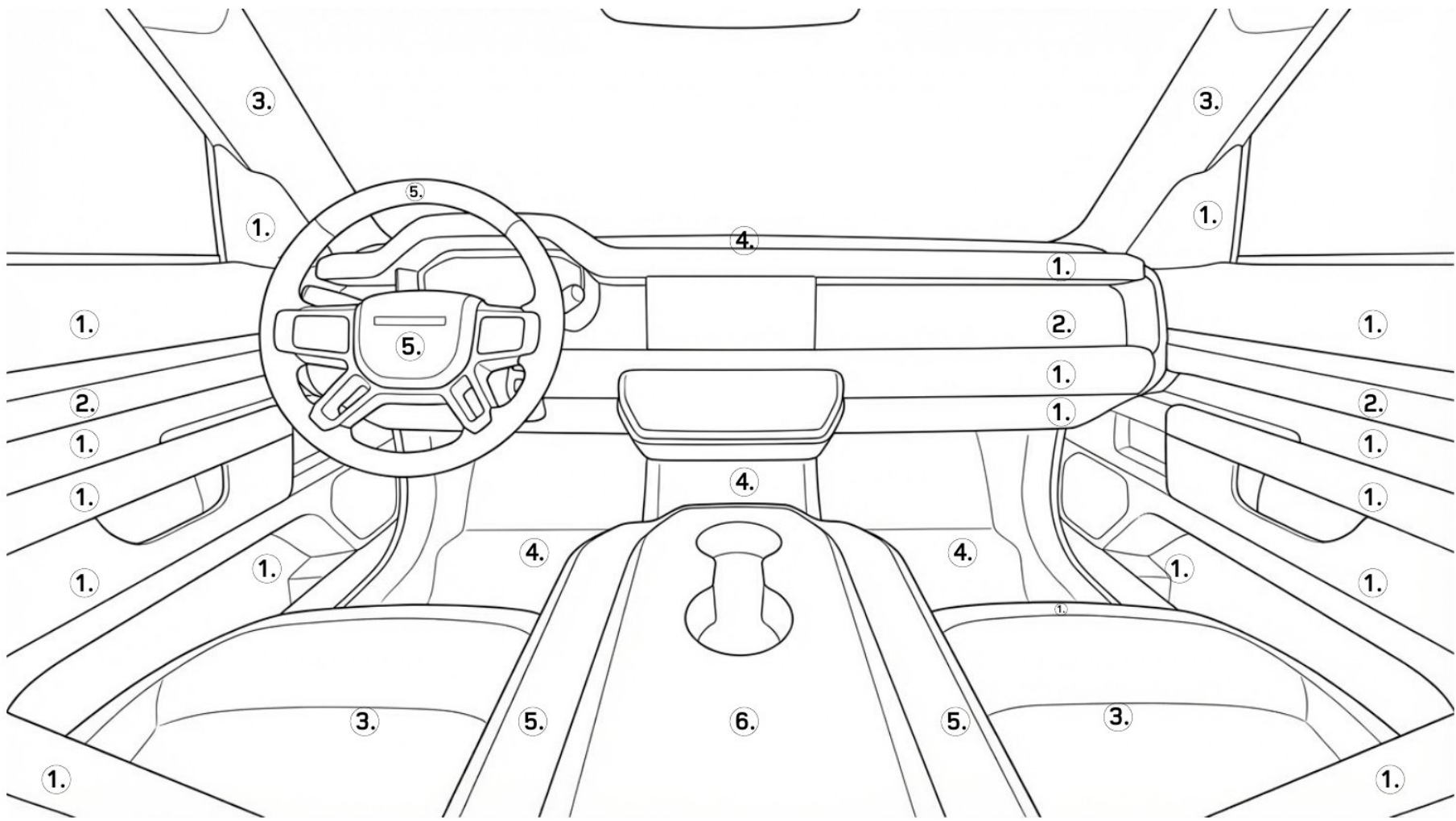
#000000
Black ABS
Plastic



#0D0B0D
Black Leather



#1A2326
Black Suede





BASECAMP



BASECAMP

\$63,500 MSRP

Age: 35-45
Active lifestyle
First-time adventure SUV buyer



BASECAMP

\$63,500 MSRP

Age: 35-45
Active lifestyle
First-time adventure SUV buyer





HORIZON



HORIZON

\$75,200 MSRP



Age: 35-45
Active lifestyle
They don't just go outdoors — they curate the experience

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\$75,200 MSRP

Age: 35-45
Active lifestyle
They don't just go outdoors — they curate the experience





SUMMIT



SUMMIT

\$95,600 MSRP

Age: 35-45
Competitive personality
This person doesn't go outside to relax
They go outside to challenge themselves



HORIZON

\$75,200 MSRP

Age: 35-45
Active lifestyle
They don't just go outdoors — they curate the experience





APEX



APEX

\$118,500 MSRP

Age: 35-55

Needs the extra spark of speed

This person doesn't drive to get to places

They drive to be at one with the engine



APEX

\$118,500 MSRP

Age: 35-55

Needs the extra spark of speed

This person doesn't drive to get to places

They drive to be at one with the engine





BUILDBOOK BY MARTY LEE

