



Press Release

21st February 2023

**Bowler to showcase the new 2023 Defender Rally Series car
along with its formidable Bulldog model at Race Retro,
Stoneleigh**

- Both Bowler Defender Rally Series and Bulldog products will be on display
- Visit stand 2-2412 to learn more about Bowler's products and business
- Find out more about the 2023 Defender Rally Series by Bowler

Bowler is excited to showcase their expertise and passion for all things motorsport to Race Retro from 24-26th February, Europe's #1 Historic Motorsport Show

Bowler Motorsport, based in the UK, is a leading manufacturer of high-performance off-road vehicles with a long history of pushing the limits in the world of 4x4 rallying. Bowler has extensive expertise in off-road rally vehicle manufacture, rally expeditions and competition. Designed and developed in Belper, Derbyshire, Bowler extensively tests every aspect of their vehicles, ensuring that they can perform at the highest level. From the suspension and drivetrain to the bodywork and paint job, every element of a Bowler vehicle is carefully crafted to deliver the best possible performance.



In addition to their impressive vehicles, Bowler also offers a range of products and services to help customers get the most out of their traditional Land Rover Defender. From custom builds and performance upgrades to racing support and maintenance, they have everything you need to provide the ultimate off-road machine.



At Race Retro, you'll have the opportunity to see some of Bowler's most impressive products up close including the desert racing-focused Bowler Bulldog. This extreme off-road racer was launched in 2016, initially as a prototype and test vehicle for the company's new Cross Sector Platform and is built to tackle the toughest terrain. Bulldog has proven itself in some of the most arduous desert races around the world. Coupled with its acclaimed Land Rover Mono-turbo V6 diesel and Supercharged V6 petrol powertrains and unique suspension, the Bulldog's impressive performance, stability, and toughness has earned it international appeal.



You'll also be able to meet the team behind the brand who will be on hand to answer any questions and share insights into the world of motorsport, along with full information and the opportunity to sign up for the 2023 Defender Rally by Bowler championship series, that commences in March/April.

Rob Cooney (Commercial Manager) says;

"Race Retro is great show for real motorsport enthusiasts and drivers. It covers a wide range of disciplines and is a great place to showcase Bowlers portfolio and raise awareness of our fantastic race series which is due to re-start for 2023. We invite all motorsport fans to come and visit us. Whether you're a seasoned pro or a newcomer to the world of off-road racing, we think you'll find our cars very inspiring".

If you're a fan of off-road racing and adventure, then Bowler Motorsport is a company that you must check out, with vehicles that are built to handle the toughest terrain and conditions, making them perfect for both competitive racing and recreational use.

Whether you're a seasoned racer or just want a rugged vehicle for recreational use, Bowler can help drivers achieve their UK and international aspirations.

For more information and images please contact:

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About Bowler Motors

With a rich heritage, a team of highly talented designers, engineers and a racing team, Bowler has earned a global reputation for quality, performance and passion.

Since Drew Bowler and his family founded the business in the 1990's at his farm in Derbyshire, Bowler has grown and achieved an enviable cabinet of awards and accolades. With racing roots our road and race vehicles travel the world and our customers are as passionate about Bowler as our team.

We have always worked closely with Jaguar Land Rover and in 2019 Bowler became part of Jaguar Land Rover's fast-growing Special Vehicle Operations division and the future will be as exhilarating as its journey so far with the introduction of a number of new road vehicles on the horizon.