LAND ROVER

SIXTY YEARS OF LAND ROVER

Sixty Years of Land Rover

From our earliest days, the desire to create a vehicle that will tackle any terrain has made Land Rover famous around the world. Over the past 60 years, the Land Rover family has grown into the highly respected range of vehicles that are sold in record numbers today. As Land Rover continues to go from strength to strength, we thought it was time look back at the milestones in our history that have got us here. The last 60 years have been an adventure. Here's to 60 more.

Contents

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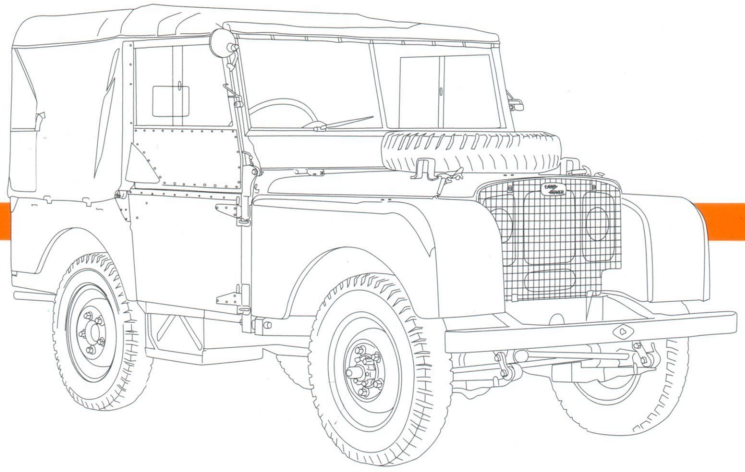
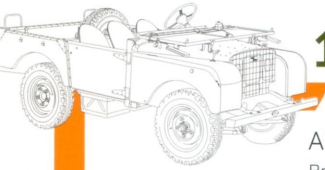


1948

LAND ROVER SERIES I

The "farmer's friend" makes its debut in post-war Britain



1949

ARMY EDITION

British Army orders its first Land Rovers

1953

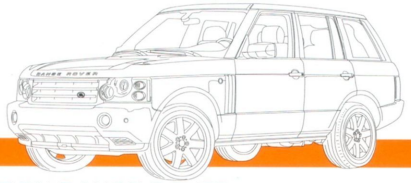
Long wheelbase version introduced

1958

Series II Land Rover unveiled with more refined styling

1966

500,000th Land Rover



2002

3RD GENERATION RANGE ROVER

All-new Range Rover makes debut

1997

FREELANDER

Land Rover's fourth model launched

1995

Land Rover production tops 100,000 per annum

2004

DISCOVERY 3/LR3

Latest generation Discovery launched

2005

RANGE ROVER SPORT

Hugely popular sports tourer goes on sale

2006

Land Rover announces ground-breaking CO_2 offset scheme for all UK models.

1970

RANGE ROVER

Land Rover's iconic model is launched in two-door format

1971

Land Rover Series III launched

1981

Camel Trophy uses Range Rovers exclusively

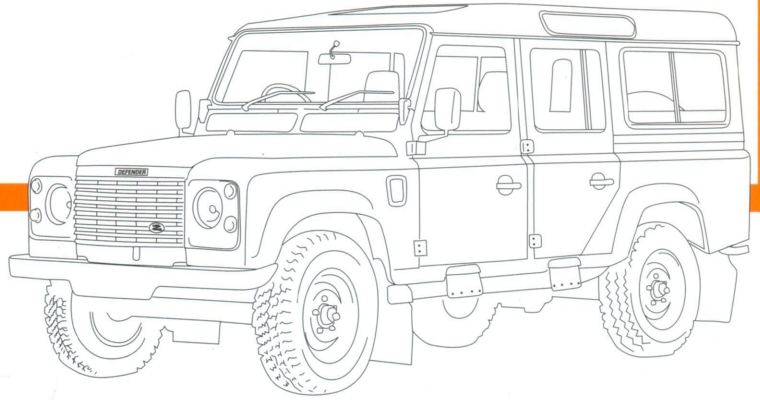
1981

Four-door Range Rover released

1989

DISCOVERY

Third Land Rover model launched



1990

DEFENDER

Original 'Landie' relaunched and renamed

1992

2ND GENERATION RANGE ROVER

1993

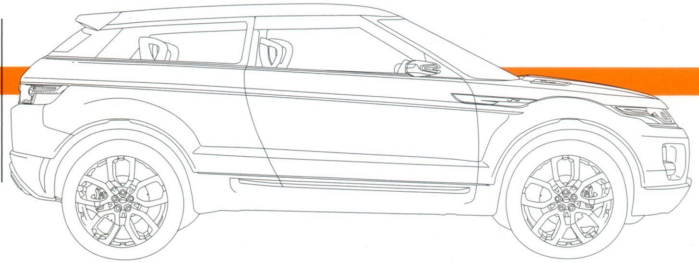
1.5 Millionth Defender sold

2006

Freelander 2/LR2 launched. Production begins at award-winning Halewood plant on Merseyside.

2007

Record sales of 226,000 vehicles



2008

LAND ROVER LRX

LRX concept points to the future of Land Rover

FROM 1948...
LAND ROVER SERIES I, II, III & DEFENDER

1948
First Land Rover launched

1948
Station wagon version

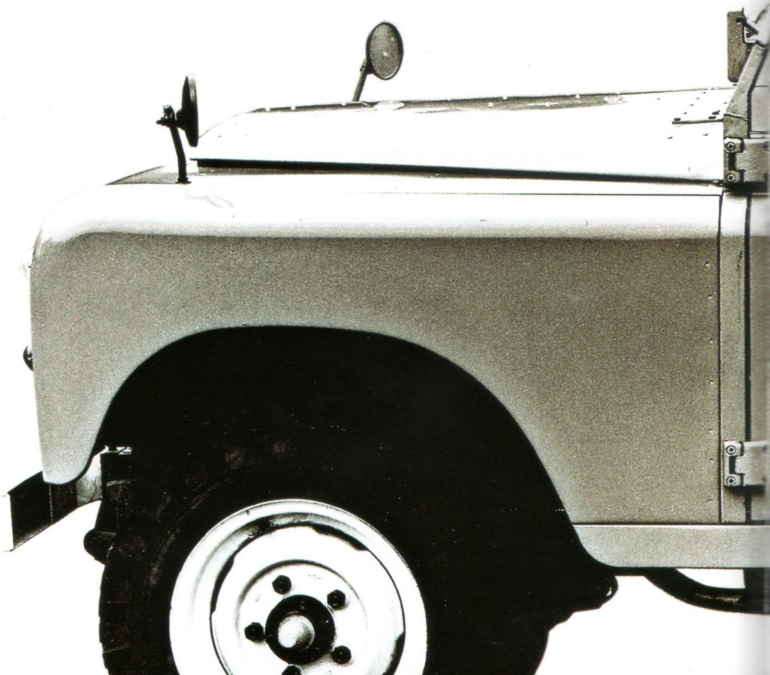
1950
First selectable 4WD

1957
Diesel engine introduced

The first Land Rover design sketch was made in the sand on the beach at Red Wharf Bay in Anglesey by the engineering director of the British motor manufacturer, Rover. Maurice Wilks (right) owned land on the island and wanted a versatile vehicle that could double as a light tractor and off-roader. It was christened the 'Land Rover' and he showed the proposal to his brother Spencer, Rover's managing director.

The project was approved in 1947 and a prototype was soon built using an American Willys Jeep. To counter the shortage of steel in post-war Britain, the Wilks brothers opted to clad the Land Rover in aluminium alloy, which was in plentiful supply and had the added benefit of being lightweight and resistant to corrosion.

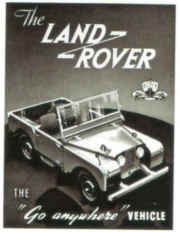
Production proper began at Solihull in the summer of 1948. The original model was powered by a 1595cc engine that drove a permanent four-wheel drive transmission with low ratio gearing to increase off-road capability – a hallmark of every Land Rover in years to come.



DID YOU KNOW?

MAURICE WILKS DEVISED THE LAND ROVER AS REPLACEMENT FOR A WILLYS JEEP THAT HE USED ON HIS LAND

The famous Land Rover oval logo has undergone many changes in its 60-year history. The original inspiration is said to have come from a pilchard tin. Part of a designer's lunch, it left a mark on his drawing board which he copied for the vehicle's badge.



As first introduced, the Land Rover was available only as an open utility vehicle with a wheelbase of 80 inches and a launch price of £450. To target the vital agricultural market, power take-offs were fitted to enable the car to drive farming equipment. Specialist vehicles in the shape of a fire engine and mobile welder were soon developed.

The first year's production was only 1758 vehicles but rose rapidly to 12,395 in 1949 and 16,795 in the following year. By the Land Rover's 10th anniversary, production had topped 25,000 and nearly 47,000 in 1968.

What had once been considered as a stop gap until Rover could introduce a new car, ended up being produced in greater numbers than the Rover themselves – an event predicted by the board as early as November 1948.

An early attempt at building a more comfortable Land Rover came in 1948 when the first seven-seater station wagon, with a coachbuilt body by Tickford (below), was introduced. In the UK, it attracted Purchase Tax, from which the utility version was exempt. This made it very expensive, restricting its success in the UK, although many were sold overseas. The basic vehicle was also exported to the USA, generating crucial dollar revenue needed to repay Britain's war debt.

1958
Series II Land Rover

1959
250,000th vehicle built

1961
Series IIA with 2¼ diesel

DID YOU KNOW?

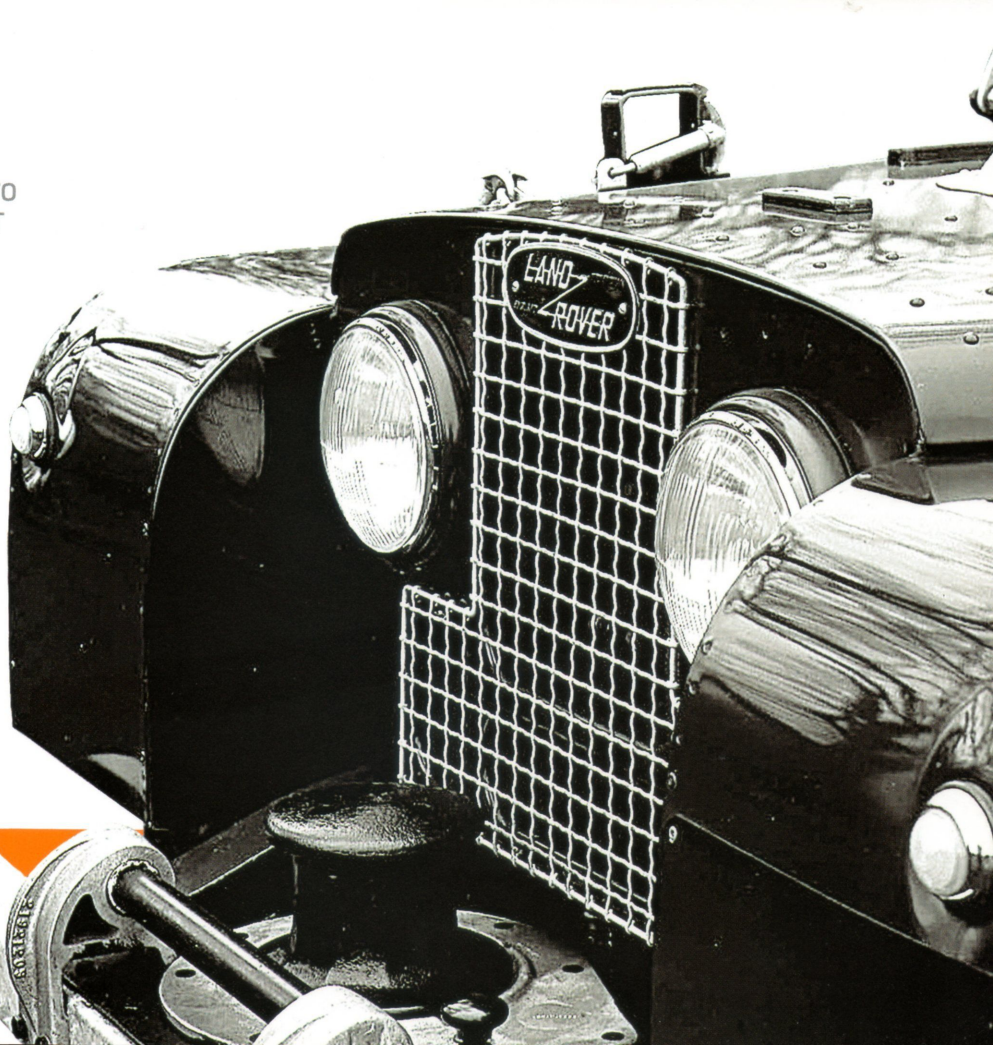
LAND ROVER HAS SUPPLIED VEHICLES TO THE RED CROSS SINCE 1954 – THE FIRST WAS A MOBILE DISPENSARY IN DUBAI

In 1949, the British Army ordered its first Land Rovers, quickly realising that the car could fulfil all of the roles of the complex and more expensive Austin Champ. The British Armed Forces eventually adopted Land Rovers in many different forms as their standard four-wheel drive vehicle.

In 1950, the permanent four-wheel drive system was replaced by a more conventional selectable arrangement. Four-wheel drive was engaged in low range and could also be selected in high range when required. Two years later the relatively underpowered 1.6-litre engine was replaced by a 2.0-litre unit.

1966

500,000th Land Rover produced



More than 200,000 Series I Land Rovers had been made when the 10th anniversary was marked in 1958 by the introduction of the Series II model; recognisable by virtue of its restyled body with side sills and rounded shoulders in the side panels. The petrol engine was enlarged to 2¼ litres and a redesign of the diesel engine followed in 1961. With the introduction of the new diesel, Land Rovers were redesignated as Series IIA.

In 1971 the upgraded Series III Land Rover was unveiled. A new moulded grille and upgraded facia were distinctive features while a full synchromesh gearbox was also fitted. In 1976 another milestone for the model line was reached when the millionth Land Rover (a Series III model) was built.

In 1984 Land Rovers received certain creature comforts – like wind-up windows! – for the first time with the introduction of the Land Rover 90.

The Land Rover was renamed 'Defender' in 1990, a year after the new Discovery model went on sale. Defenders continue to be used and cherished to this day, with a major revamp in 2007 introducing such luxuries as a six-speed gearbox and even an MP3 music player connector. Around 25,000 are sold each year across the world and existing models show no signs of giving up. Series I Land Rovers sent to Costa Rica to work on coffee plantations in the 1950s are still being used to this day!

1971
Series III introduced

1990
First Defender built

2007
Major Defender evolution

SALES TO DATE:
1,912,108

DID YOU KNOW?

A LAND ROVER APPEARED IN THE FILM 'ICE COLD IN ALEX', EVEN THOUGH THE WORLD WAR II MOVIE WAS SET YEARS BEFORE LAND ROVER EVER EXISTED

EXPLORATION

From the day the first Land Rover rolled off the production line, those with a sense of derring-do recognised its ideal qualities as the vehicle of choice for budding explorers. For the first time, previously unexplored areas of the planet were made accessible to scientists, environmentalists, naturalists and good old-fashioned thrill-seekers, who used their Land Rovers to access some of the world's most inhospitable regions.

A British Army team, led by Major John Blashford-Snell, affirmed the all-terrain properties of the original Range Rover when in 1972 they drove two cars from the north of Alaska to the southernmost tip of Argentina, crossing the infamous Darién Gap – a dense forest and swamp that prevents road access between central and South America.

Equipped with everything from rubber boots and tinned custard to full dress uniforms, the vehicles fared better on the gruelling six-month journey than many of the team - thirty of them had to be flown out due to insect and snake bites!

Land Rover's spirit of adventure hasn't stopped there. The famous Camel Trophies of the 1980s and 1990s saw Range Rovers, Series III

DID YOU KNOW?

LAND ROVER AIMS TO RAISE £1MILLION FOR THE RED CROSS OVER THE NEXT TWO G4 CHALLENGES

Land Rovers, Defenders, Discoverys and Freelanders all tackle the so-called 'Olympics of 4x4'. From the Amazon to the Far East, Australasia, Africa and Siberia, the Camel Trophy evolved from an all-out driving challenge to tests of human endurance, too, including kayaking, mountain biking and water sports.

In 2003, Land Rover threw down a new gauntlet in the guise of the G4 Challenge, in which teams compete in a gruelling, three-week long event. From 2009, the G4 Challenge is being run in support of the International Federation of the Red Cross and Red Crescent societies.

FROM 1970...
RANGE ROVER

1970
Two-door Range Rover

By the mid 1960s, Rover's American sales reps were reporting the emergence of a new market for recreational off-road vehicles. Following the evaluation of a number of American products, Rover began development of the '100-inch Station Wagon', which would eventually emerge as the Range Rover.

A 20-strong team of engineers under the watchful eye of Charles Spencer King (right) began to give flesh to the bare bones of the 'civilised' Land Rover concept. Amazingly for such an iconic design, very little 'styling' was actually carried out. According to 'Spen' King, the Range Rover's design 'evolved naturally... the shape just came as we worked out what was needed in terms of space.'

Despite the seemingly ad hoc approach to the car's aesthetics, its design was rightly recognised throughout the world. It was the first car to be displayed at the Louvre in Paris, where it was recognised for its design excellence.

DID YOU KNOW?

RANGE ROVERS CROSSED THE DARIÉN GAP INTO SOUTH AMERICA IN 1972

1971
750,000th Land Rover

1974
Range Rover crosses the Sahara desert

1976
1 millionth Land Rover

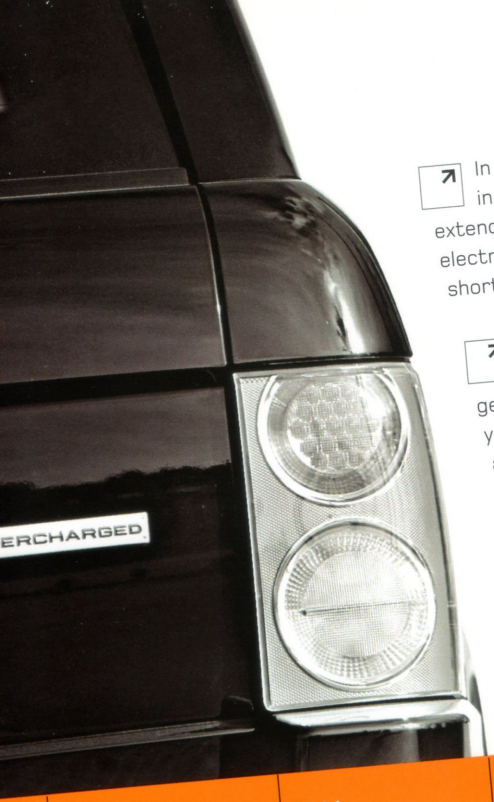
Under the skin the Range Rover was remarkable, too. A strong ladder-type chassis ensured off-road durability and long-travel coil spring suspension (with up to 11 inches of axle movement) provided sophisticated ride for a 4x4.

Coping with the higher power output of a 3.5-litre all-alloy V8 engine also necessitated some careful thought in the transmission and braking departments. An all-new, permanent four-wheel drive set-up was designed with a lockable centre differential. To stop this powerful vehicle it was obvious that conventional drum brakes would not be up to the task, so four-wheel disc brakes were adopted – still quite novel for the time.

At its launch in June 1970, the Range Rover was available in two-door guise, with an opening tailgate and a comparatively spartan interior – suitable for hosing out the dirt and debris expected to collect there. The reception accorded the car was astonishing; press coverage was immense and virtually every report was ecstatic. Orders came flooding in and the company once again found itself with order books full to bursting.

The demand for Range Rovers grew so fast that a 'black market' formed, with customers prepared to pay over the asking price in order to jump the lengthy waiting list. By the beginning of the 1980s, it was also obvious that much greater profits could be achieved with more luxurious vehicles. Consequently, the Range Rover was eased up-market.

As a result, significant developments took place, including a 1981 four-door version. The vehicle's luxury status was further enhanced by an automatic transmission and an 'In Vogue' limited edition – the 'Vogue' name was later adopted in some markets for top-of-the-range variants.



In 1992, the LSE (or County LWB as it was known in the US) was launched with its wheelbase extended from 100 to 108 inches. At the same time, electronic air suspension was made available on both short and long-wheelbase models.

In 1994 BMW acquired the Rover Group and its first Land Rover product was the second-generation Range Rover, launched later in the same year. An all-new vehicle, it featured a new, integrated and elegantly restyled body, while retaining the 108-inch wheelbase of the LSE, albeit on a new chassis. Power came from a choice of 4.0-litre or 4.6-litre V8 engines, or 2.5-litre six cylinder diesel.

The 1999 London Motor Show later in the year saw the introduction of the most expensive Land Rover yet. The Range Rover Linley was produced in a strictly limited edition of only 6 vehicles, each with a £100,000 price tag.

The dawn of the new millennium saw a change in ownership for Land Rover as it became a member of Ford's Premier Automotive Group, alongside Aston Martin, Jaguar, Lincoln and Volvo. Work had begun on a new Range Rover model almost as soon as BMW acquired the company in 1994 but the fruits of the development didn't appear until 2001.

1992
Long-wheelbase LSE

1994
Mk2 Range Rover

1996
Range Rover Classic bows out after total production of 317,615 units

2001
All-new Range Rover

2006
Terrain Response and TDV8 diesel introduced

DID YOU KNOW?

PROTOTYPE RANGE ROVERS CARRIED 'VELAR' BADGES – SPANISH FOR GUARD – ON THEIR GRILLES TO CONFUSE ONLOOKERS

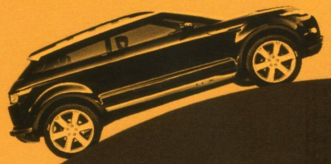
Larger than the second generation, the new Range Rover echoed the design themes of the original, while yacht styling and textures provided inspiration for the interior. With extremely stiff monocoque architecture and independent suspension, the new Range Rover had impeccable road manners, while cross-coupled air springs provided the ground clearance for true Land Rover off-road capability. Power came from BMW's 4.4-litre V8 and 3.0-litre six-cylinder diesel engines.

2005 saw the introduction of new 4.4-litre V8 and 4.2-litre V8 supercharged engines derived from Jaguar's acclaimed AJ-V8 unit. A year later, a 3.6-litre V8 turbodiesel was added to the powertrain line-up and all models were fitted with the award-winning Terrain Response® system.

SALES TO DATE:
693,860

INNOVATION

DID YOU KNOW?
THE ORIGINAL RANGE ROVER



Ever since the Wilks brothers improvised their way to a lightweight, cost-effective Land Rover in tightly rationed post-War Britain, innovation – with a touch of ingenuity – has played a part in the development of every Land Rover.

During the genesis of the very first model, cost constraints and a short supply of sheet steel ruled out the use of pressed chassis members. The innovative solution that the Rover engineers adopted was to fabricate the chassis by welding together strips of steel 'cast offs' into box-shaped members that were then combined into a ladder frame.

Charles Spencer 'Spen' King – a nephew of the Wilks brothers and an engineer who would later play a fundamental role in the Range Rover story – credits Rover manufacturing engineer Olaf Poppe with this solution, which not only saved both time and money, it also resulted in a stronger and more durable chassis than anything yet seen, and would remain a Land Rover construction hallmark for many years.

Another Land Rover trademark in the making was a sophisticated four-wheel-drive transmission. In order to avoid wind-up in the transmission – with consequent tyre scrub – the engineers fitted a freewheel device between the

R WAS ONE OF THE FIRST CARS TO FEATURE A COLLAPSIBLE STEERING COLUMN FOR SAFETY

transfer box and the front propeller shaft, thereby allowing the front wheels to overrun the rear ones if required. This was a typically thoughtful touch – the Willys Jeep of the same era, for example, had relied upon a simple dog clutch to engage four-wheel drive, with terrible tyre scrub on bends, which the Land Rover sailed through.

By the advent of the Range Rover in 1971, Land Rover's understanding of four-wheel drive systems was truly world-beating. The first Range Rover employed a sophisticated locking centre diff to eliminate tyre scrub and also used disc brakes to ensure class-leading stopping power – highly unusual on cars at that time.

The advent of the micro-processor meant engineers could apply serious computing power to advanced electronic safety and traction systems. In the 1990s, the Discovery was the first car of its type to introduce an Active Cornering Enhancement (ACE) system to ensure car-like response on-road while retaining its legendary Land Rover off-road abilities. ACE was combined with air-sprung Self-Levelling Suspension (introduced in 1992) to ensure superb ride comfort.

Controlled descents of steep inclines were first governed by low ratio gearing on early Land Rovers, but the Freelander saw the introduction of a sophisticated Hill Descent Control programme which used the anti-lock braking system to maintain a safe descent speed on the most severe of hills. This system was recognised with the Queen's Award for Enterprise for Innovation in 2001.

Our innovation was recognised again in 2008, with a further Queen's Award for Terrain Response®, a system first introduced on the Range Stormer concept in 2004. Terrain Response® allows the driver to tune systems (including engine, suspension and traction settings) to on or off-road conditions at the turn of a dial.

Land Rover's commitment to innovative technology is unceasing. As the world demands greater environmental awareness and sustainability, innovative solutions such as the LRX diesel hybrid concept are indicators of how Land Rover intends to remain at the forefront of exciting yet responsible automotive engineering.

FROM 1989...
LAND ROVER DISCOVERY

In the mid-1980s, Land Rover began to explore the idea of a junior Range Rover, effectively filling the shoes of the original, which had gradually shifted up-market. 'Project Jay', as it was called, was loosely based on the Range Rover but with a new body, capable of seating up to seven people, and with a radical new interior design.

To ensure that contemporary design influences were reflected in the new car, Land Rover turned to outside agencies including the highly respected Conran Design Studio to help produce the vehicle's interior. Similarly, various engine options were developed to provide an economical alternative to the powerful V8. These included a new 2.5-litre turbocharged, intercooled, direct injection diesel engine – the 200 Tdi.

The result of Project Jay, the Land Rover Discovery, emerged at the Frankfurt Motor Show in three-door form in September 1989. With the addition of a five-door version the following year, and a facelift in March 1994, the Discovery carved out a new niche for Land Rover as the 'family 4x4' and proved to be enormously successful.

DID YOU KNOW?

THE DISCOVERY WAS THE FIRST 4X4 TO COME WITH DUAL AIRBAGS

1989	1990	1994	1994	1998
Discovery launched	Five-door Discovery on sale	Discovery facelift	Discovery launched in USA	Discovery II launched

In 1995, Land Rover production reached more than 100,000 vehicles in one year for the first time. Its best-seller was now the Discovery, and a version fitted with the 2.0-litre petrol engine from Rover's car range was added to the line-up in 1993 to take advantage of European tax positioning. The Discovery was now also available with a 3.9-litre V8.

1998 saw the launch of a second-generation Discovery. The Series II version shared the 100-inch wheelbase of the original, but was longer overall to enable the sixth and seventh passengers to sit in forward-facing seats. The design was instantly familiar, although the vehicle was all-new. It included a number of new technologies such as Active Cornering Enhancement to reduce the likelihood of roll while cornering, and Self-Levelling Suspension, featuring air springs on the rear axle, ensured a level ride under all load conditions.

The first two production Discovery Series II vehicles were driven around the world in the ambitious 'New Discovery Trek' which started in London and finished at the Paris Motor Show for the vehicle's launch in 1998.

A three-car Discovery support team assisted the BMW motorbike team in the 1998 Paris-Dakar rallye raid. Despite having virtually standard engines, gearboxes and axles, they all finished the difficult event. One, now in the Heritage Motor Centre collection at Gaydon, finished in 31st place!

In 2004, Land Rover would raise the bar once again with the launch of the award-winning Discovery 3/LR3 at the New York Motor Show. Discovery 3 introduced a new vehicle architecture: Integrated Body Frame technology, which combines the best of monocoque and chassis design by using new production methods such as hydroforming.

Independent air suspension is available on Discovery 3/LR3 which is powered by a new 2.7-litre V6 diesel engine developed in collaboration with Peugeot. The alternative power units were a 4.4-litre V8 petrol engine and in some markets a 4-litre petrol V6. The uncompromising exterior design by Geoff Upex featured original Discovery themes such as the stepped roof and asymmetric rear glass. The vehicle was launched in America and the Middle East as the LR3.

Terrain Response® made its production debut on Discovery 3/LR3. In the finest tradition of Land Rover, this new system ensures outstanding levels of on and off-road grip on most challenging terrains at the turn of a dial.

The 2007 'Road to the Clouds' expedition took a fleet of Discovery 3/LR3s to 5000m in north-west Argentina – possibly the highest a Land Rover has ever been driven.

1999
Disco wins SUV of the Year

2004
Discovery 3/LR3 unveiled and wins What Car? Car of the Year

SALES TO DATE:
823,062

DID YOU KNOW?

THE INTERIOR OF THE FIRST DISCOVERY WAS BASED ON A CONCEPT BY CONRAN DESIGN

Demonstrating the rapid acceleration in Land Rover production, the four millionth vehicle rolled off the Solihull production line in 2007. The black Discovery 3/LR3 was presented to the Born Free Foundation. It helped Land Rover break a production record with nearly 235,000 vehicles produced in the year.

SUSTAINABILITY

DID YOU KNOW?

IN 2007 LAND ROVER ANNOUNCED A PLAN TO INVEST £700 MILLION IN NEW TECHNOLOGIES TO IMPROVE THE ENVIRONMENTAL PERFORMANCE OF OUR VEHICLES.

DID YOU KNOW?

LAND ROVER'S PIONEERING CO_2 OFFSET SCHEME WAS LAUNCHED IN THE UK IN 2006, OFFSETTING NEW VEHICLE EMISSIONS FOR THE FIRST 45,000 MILES. THE SCHEME IS BEING ROLLED OUT ACROSS FURTHER MARKETS IN 2008.

DID YOU KNOW?

IF THE LRX CONCEPT BECAME REALITY, ITS LOW-EMISSION DIESEL HYBRID POWERTRAIN WOULD MAKE A PRODUCTION VERSION EXEMPT FROM THE LONDON CONGESTION CHARGE.

Land Rover's commitment to sustainability has been underlined in recent months by two major announcements that will ensure we reduce our own impact on the environment. In 2007 we unveiled a £700 million investment in new technologies designed to improve the environmental performance of our cars. The first of these technologies will be the stop-start engine in our diesel manual Freelander 2 that has a target to improve fuel efficiency by 10%.

In 2008, we took the wraps off our exciting new concept vehicle, the LRX, a thoroughly modern Land Rover that has been conceived as a hybrid 2.0-litre diesel with potential CO_2 emissions of 120g/km. LRX is a key pointer to the next generation of Land Rovers, but our commitment to the current range is matched by our enthusiasm for their sustainability. That's why, in 2006, we launched our pioneering CO_2 offset scheme in the UK, which offsets emissions for the first 45,000 miles of all new Land Rovers sold. We were also the first automotive company to fully offset 100% of our manufacturing assembly CO_2 emissions and we are also offsetting the emissions of every dealer and Experience Centre in the UK.

Land Rover vehicles are involved with conservation and humanitarian organisations all over the world. Our work with organisations such as the Born Free Foundation, Biosphere and Earthwatch is diverse, ranging from an initiative to help preserve Amur tigers in Russia to a project funded by our CO_2 offset scheme which provides efficient cooking stoves to rural parts of Uganda. And through our next two Land Rover G4 Challenges we aim to raise over £1 million for the International Federation of the Red Cross and Red Crescent Societies.

There are many more examples of the progress we are making on our website. To find out more visit: **www.landrover.co.uk/ourplanet**

FROM 1997...

LAND ROVER FREELANDER

DID YOU KNOW?

THE FREELANDER WAS THE FIRST LAND ROVER TO HAVE A MONOCOQUE CHASSIS

1997
First Freelander unveiled

1998
Freelander used on Camel Trophy in Tierra del Fuego

1999
Record sales figures

2000
Freelander V6 launched

The Freelander was a completely new concept for Land Rover, with monocoque bodywork, independent suspension and transverse engines originating from Rover cars. Four-wheel drive was achieved through a front-mounted Intermediate Reduction Drive and a viscous coupling unit in the drive shaft to the rear axle.

Launched in 1997, Freelander contained ground-breaking technology. In the absence of a two-speed transfer box, downhill control was achieved by Hill Descent Control, which used the ABS braking system to limit the vehicle's speed. The model range comprised a five-door Station Wagon and a three-door model with a folding softback or detachable hard top. As the fourth Land Rover model, the Freelander gave the brand an entry into the small/medium 4WD leisure sector.

Under new owner Ford, the model range enjoyed a major evolution in 2001, including a new top-of-the-range derivative with leather seats and air conditioning as standard. Land Rover introduced a new V6 engine, a new and improved turbodiesel engine, a new automatic Steptronic transmission, and extensive improvements throughout the range. The changes further enhanced the appeal of the Freelander, already Europe's best-selling 4x4 and enabled the Freelander to be sold in more markets, including the USA, Japan and the Middle East, greatly boosting total Freelander production.

The 2001 model engines were developed to meet Land Rover's exacting all-terrain standards. The compact all-alloy 2.5 litre V6 engine had an advanced quad-cam, 24-valve layout and developed 177Ps (130kW) and 240Nm - an increase of 50% in power and torque over the 1.8-litre Freelander, for smooth and effortless performance.

Freelander's 2001 2.0-litre diesel engine replaced the L-series unit and offered significant gains in performance, refinement and economy. Power increased from 97PS (71.6kW) to 112PS (82kW), while torque rose from 210Nm to an exceptional 260Nm at only 1750rpm, with a torque curve specifically tailored to the Freelander's capabilities on and off road.

DID YOU KNOW?

FREELANDER WAS EUROPE'S BEST-SELLING SUV FOR THE FIRST FIVE YEARS OF ITS LIFE

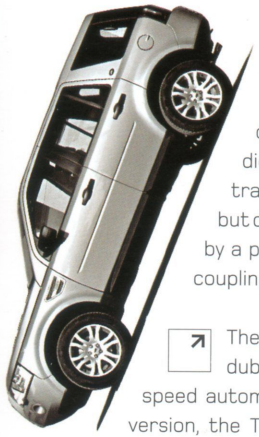
The three millionth vehicle built by Land Rover was driven off the production line on 1 October 2001, 53 years after the first vehicle was made at the company's Lode Lane assembly plant in Solihull. The historic vehicle, a Monte Carlo blue Freelander V6 bound for the United States, marked a further milestone in the continuing success of Land Rover.

The 2006 British Motor Show saw the launch of the all-new Freelander 2/LR2. The vehicle was larger than its predecessor but was every inch a Freelander, with the design team using significant Freelander themes such as the 'clamshell' bonnet and faceted shoulder line. The interior was also a quantum leap in design, fit and finish.

2004
Major facelift for Freelander

2006
All-new Freelander 2/LR2

2006
UK carbon offset programme



Power came from a 3.2-litre six-cylinder in-line petrol engine or a 2.2-litre common-rail, four-cylinder diesel. Both power units were mounted transversely as in the original Freelander, but drive to the rear axle was now controlled by a pre-charged, electronically controlled coupling to give instant response.

The Freelander 2/LR2's petrol engine, dubbed the i6, was married to a six-speed automatic gearbox while the diesel version, the Td4, had a six-speed manual gearbox with automatic transmission available as an option. The Freelander 2/LR2 was also fitted with Terrain Response®, modified to suit its capabilities. In 2007, Land Rover announced that a 'stop-start' manual diesel Freelander would be sold as standard from 2009, with the target of a 10% reduction in fuel consumption.

SALES TO DATE:
623,883

FREELANDER 2

DID YOU KNOW?

RANGE ROVER SPORT'S TWIN-TURBO V8 DIESEL PRODUCES 640NM OF TORQUE

2004
Range Stormer concept

2005
Range Rover Sport

2006
RR Sport best-selling Land Rover

FROM 2005...

RANGE ROVER SPORT

Land Rover design and technology skills blossomed under Ford ownership and were revealed with the Range Stormer concept vehicle (right), introduced at the 2004 Detroit Show. Finished in stunning burnt orange paintwork, the Range Stormer had a two-door body, similar to early Range Rovers, but on this acclaimed show car the doors opened in extravagant gull-wing fashion.

The futuristic Range Stormer concept showcased the latest Land Rover off-road technology – Terrain Response®, which tuned the vehicle system to various on and off-road surface conditions at the twist of a knob – and was clear inspiration for the next model in the Land Rover line-up, a hugely impressive all-terrain sports tourer that would share the Discovery 3's platform.

Like the Range Stormer, the production Range Rover Sport featured iconic themes such as the 'floating' roof and a 'clamshell' bonnet. Range Rover Sport represented a less frenetic, more refined alternative to rival performance SUVs.

2006

New TDV8 diesel version introduced

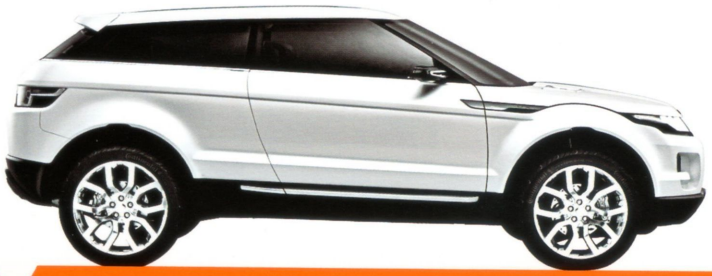
SALES TO DATE:

159,533

Designed to take on the new breed of sporting 4x4s, the Range Rover Sport featured a suspension optimised for on-road handling while not compromising off-road capability. This was helped by Dynamic Response, a hydraulically operated ride-levelling system that senses cornering forces and acts to optimise body control and handling. It also decouples itself when the Range Rover Sport is off-road to allow greater wheel articulation during tough all-terrain driving.

A new power unit, the 4.2-litre V8 supercharged petrol engine debuted in the Range Rover Sport, with a naturally aspirated V8 petrol and 2.7-litre V6 turbodiesel also being available. The vehicle, in supercharged guise the most powerful Land Rover had ever produced, was an instant success.

The introduction of a powerful and brand new V8 turbodiesel as a fourth engine option in 2006, completed the launch phase of the Range Rover Sport. Since its debut in 2005, Land Rover's most performance-oriented vehicle has been consistently in high demand, leading to waiting lists in many markets.



FROM 2008...

LAND ROVER LRX CONCEPT

Land Rover's appearance at the 2008 Detroit Motor Show was to be its last under Ford ownership. For Land Rover and Jaguar Cars' parent company announced in March 2008 that it had reached an agreement to sell the British marques to Tata Motors.

In a fitting swansong to Ford's ownership, Land Rover used the Detroit Motor Show to unveil the LRX concept vehicle – an exciting pointer to Land Rover's future as an environmentally aware creator of exciting all-terrain vehicles. Classic Land Rover themes were combined in a bold and compact premium three-door design to produce a dramatic evolution of the marque's design language.

"LRX IS A DESIGN BORN OUT OF PASSION FOR THE BRAND - DIFFERENT, RELEVANT AND EXCITING"

GERRY McGOVERN DESIGN DIRECTOR

2008

LRX concept unveiled

As a demonstration of Land Rover's commitment to sustainability, the LRX showcases new technologies, lightweight design and environmentally responsible materials. Conceived with a hybrid 2.0-litre diesel engine, the LRX also features an Electric Rear Axle Drive system, first seen on the Land_e concept car.

Lightweight materials and advanced manufacturing techniques keep the LRX concept's weight low with the aim of reducing fuel consumption and CO_2 emissions. The premium interior features recyclable and natural materials including vegetable-tanned leather.

LRX is described as a cross-coupé. Though smaller than the Freelander 2/LR2, LRX was conceived as a premium car, designed to appeal to new customers in the luxury and executive sector who want the benefits of a 4x4 and the presence of a larger vehicle, but in a more compact package.

2008

LRX promises significant future fuel efficiency savings

LRX is a natural extension of the Land Rover range. Its many recognisable Land Rover design cues include bold new interpretations of the clamshell bonnet, floating roof and 'wheel-at-each-corner' stance. At the 2008 Geneva motor show, LRX was shown in black and silver guise to suggest a new level of personalisation available to the Land Rover customer.

LRX has full-time four-wheel drive and Hill Descent Control, as well as a special version of Land Rover's Terrain Response® system to optimise traction on surfaces ranging from icy roads to gravel and snow. But to reflect LRX's on-road bias, Terrain Response also gains a new 'Eco' mode for lower emissions during urban driving.

DID YOU KNOW?

THE LRX'S 'SUEDE' HEADLINER IS A 100% RECYCLED MATERIAL MADE FROM USED PLASTIC BOTTLES

Land Rover's remarkable sales success was recognised in 2008 with the Queen's Award for Enterprise: International Trade. The award was granted 'for outstanding performance in increasing its export sales by 52% to nearly £4 billion per annum, an increase of £1.3 billion in 3 years.'

WWW.LANDROVER.CO.UK/60YEARS

Mixed Sources

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