

ABOVE & REYONE









BY APPOINTMENT TO RH THE DUKE OF EDINBURGI MANUFACTURERS OF LAND ROVER VEHICLES



APPOINTMENT TO
IZABETH THE QUEEN MOTHER
NUFACTURERS OF
D ROVER VEHICLES



BY APPOINTMENT TO OTHER HRH THE PRINCE OF WA MANUFACTURERS OF LAND ROVER VEHICLE

"PIONEERING SPIRIT IS AT THE HEART OF EVERYTHING WE DO."

DR. RALF SPETH CEO, JAGUAR LAND ROVER



Ever since the first Land Rover vehicle was conceived in 1947, we have built vehicles that challenge what is possible. These in turn have challenged their owners to explore new territories and conquer difficult terrains. Our vehicles epitomise the values of the designers and engineers who have created them. Each one instilled with iconic British design cues, delivering capability with composure. Which is how we continue to break new ground, defy conventions and encourage each other to go further. Land Rover truly enables you to make more of your world, to go above and beyond.



A TIMELESS VISION

Beginning life as a simple sketch in the sand, Land Rover has evolved into the most desirable family of SUVs in the world today. A seventy-year journey that has taken our vehicles to every corner of the planet and earned them a place in the heart of royalty, the renowned and the adventurous. A spirit that lives on in our very latest creations and in every one of the authentically restored vehicles from Land Rover Classic.



Maurice Wilks etches the concept r Land Rover in	the Amsterdam Motor Show	expedition in two Land Rovers completes the first ever overland journey from London to	1970 The birth of Range Rover – designed by Spen King, this classic two-door SUV is destined to quickly become a global icon	1979 Range Rover takes victory in the car class at the first ever Paris-Dakar Rally – a 10,000km off-road endurance event	a splash at the	1997 Freelander is introduced and quickly becomes Europe's best-selling four-wheel drive model	2005 Range Rover Sport is launched, inspired by the high performance Range Stormer concept car	2015 The world's most versatile and capable premium compact SUV, Discovery Sport is launched	2016 All-New Discovery is revealed - a full-sized, three-row, seven-seat SUV with unbeatable capability	2017 Elevating Range Rover's design DNA to a new level, Range Rover Velar is unveiled in style at the Design Museum, London	The journey continue	es

AN UNCOMPROMISING SPIRIT

Land Rover's design philosophy is founded upon four key elements; innovation, sustainability, relevance and desirability. These key elements, allied with a reductionist, "less is more" approach, have defined an entire generation of iconic Land Rover sports utility vehicles.



"I TRULY BELIEVE DESIGN HAS THE CAPABILITY
TO TRANSFORM PEOPLE'S LIVES."

GERRY McGOVERN

CHIEF DESIGN OFFICER FOR LAND ROVER













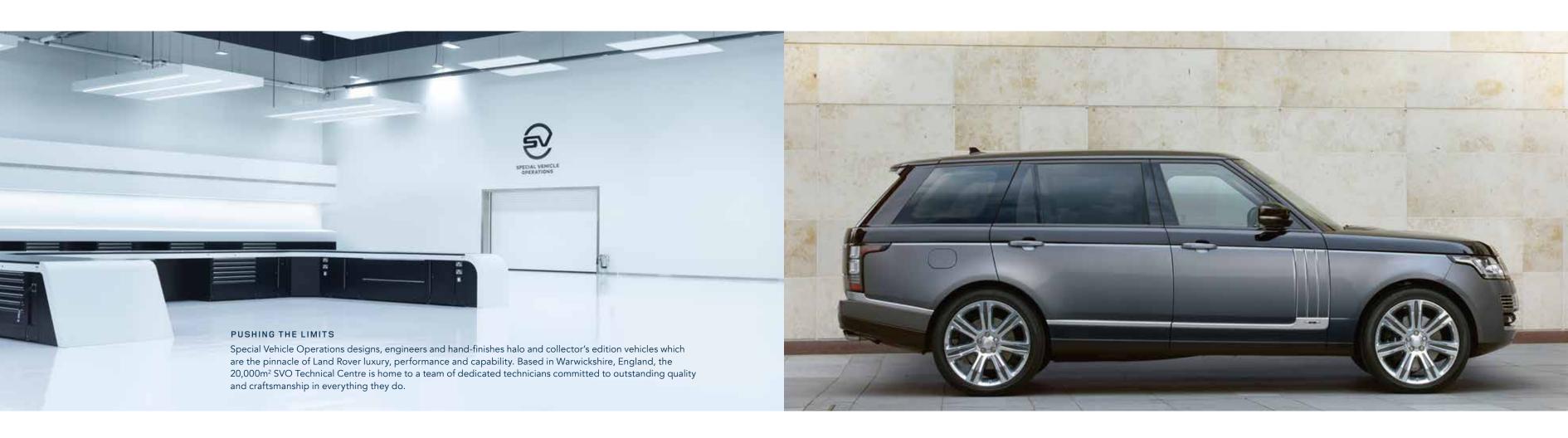


BUILT ON TEAMWORK

Integrity, courage, pride, composure and capability; these are the values Land Rover shares with its partners. Whether the International Federation of Red Cross and Red Crescent Societies, Land Rover Ben Ainslie Racing or some of the world's best rugby teams, each one is driven by exceptional people prepared to face extreme challenges and push their capabilities to the very limits.

"LAND ROVER VALUES ARE EMBEDDED
IN EVERY ONE OF OUR PARTNERSHIPS."

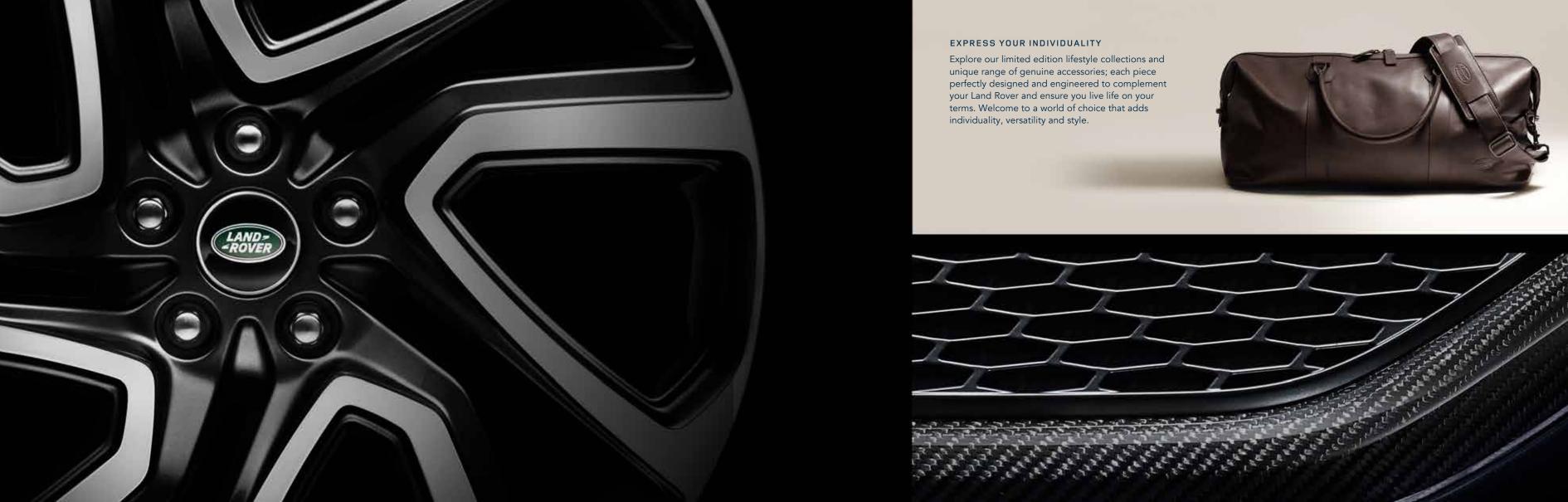
MARK CAMERON
BRAND EXPERIENCE DIRECTOR



SUSTAINABLE BY DESIGN

Land Rover environmental innovation is key to driving our future growth; an approach reflected in our commitment to reducing life cycle CO_2 impacts and improving the eco-efficiency of our manufacturing. Innovative thinking such as increased use of lightweight aluminium and closed-loop recycled materials, revolutionary paint recycling which minimises the effect on the environment and the development of alternative powertrains that will propel our vehicles into the future.







MAKE THE MOST OF YOUR WORLD

Your Land Rover, your world and your journey. Wherever the road leads you, whatever challenges you encounter along the way, you can rest assured that Land Rover is always there to help you make the most of your world. Stay in touch with all things Land Rover through your complimentary subscription to the award-winning Onelife magazine.

