



BY APPOINTMENT TO
HM THE QUEEN
MANUFACTURERS OF
LAND ROVER VEHICLES
LAND ROVER, WARWICK



BY APPOINTMENT TO
HRH THE DUKE OF EDINBURGH
MANUFACTURERS OF
LAND ROVER VEHICLES
LAND ROVER, WARWICK



BY APPOINTMENT TO
HM QUEEN ELIZABETH THE QUEEN MOTHER
MANUFACTURERS OF
LAND ROVER VEHICLES
LAND ROVER, WARWICK



BY APPOINTMENT TO
HRH THE PRINCE OF WALES
MANUFACTURERS OF
LAND ROVER VEHICLES
LAND ROVER, WARWICK

“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.



1947

A legend is born as Maurice Wilks sketches the concept for Land Rover in the sand

1948

Land Rover Series I is an instant hit following its world debut at the Amsterdam Motor Show

1956

An Oxbridge expedition in two Land Rovers completes the first ever overland journey from London to Singapore

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

1989

With its Conran-inspired interior, Discovery makes a splash at the Frankfurt Motor Show

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

2011

Unveiled at the Paris Motor Show, Range Rover Evoque goes on to win over 170 international awards

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 continues...



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

DRIVEN BY INNOVATION

Elegant, minimal and inspiring; our relentless passion for new technologies is perfectly balanced with breathtaking simplicity. Every Land Rover is as innovative as it is desirable, the natural result of world-class engineers developing world-beating vehicles.



CAPABILITY WITH COMPOSURE

Whatever the terrain and whatever the challenges, your Land Rover is built to take them all effortlessly in its stride. Supreme levels of capability and performance, complemented by advanced technologies, empower every one of the vehicles bearing our badge to go further, explore the world's most inspiring places and go where others fear.





FULL TANK, EMPTY QUARTER

An unforgiving 250,000 square miles of sand and heat on the Arabian Peninsula; without roads or paths, crossing the Empty Quarter takes a driver of great skill. Crossing it faster than any vehicle ever before, takes a supercharged V8 Range Rover Sport. Delivering abundant power, performance and agility, this was a Land Rover truly in its element. One designed and engineered to push the boundaries and achieve the seemingly impossible.



BREATH TAKING EXPERIENCES

From the sheer exhilaration of taking a corner on the Arctic ice to an awe-inspiring drive through the mighty dunes of Namibia and the unrivalled craftsmanship and cutting-edge robotics of our manufacturing facilities; Land Rover Experience brings the spirit and emotion of our vehicles to life and can be enjoyed at our Experience Centres across the world.



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



PUSHING THE LIMITS

Special Vehicle Operations designs, engineers and hand-finishes halo and collector's edition vehicles which are the pinnacle of Land Rover luxury, performance and capability. Based in Warwickshire, England, the 20,000m² SVO Technical Centre is home to a team of dedicated technicians committed to outstanding quality and craftsmanship in everything they do.



SUSTAINABLE BY DESIGN

Land Rover environmental innovation is key to driving our future growth; an approach reflected in our commitment to reducing life cycle CO₂ 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.





EXPRESS YOUR INDIVIDUALITY

Explore our limited edition lifestyle collections and unique range of genuine accessories; each piece perfectly designed and engineered to complement your Land Rover and ensure you live life on your terms. Welcome to a world of choice that adds individuality, versatility and style.





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.

WE WILL ALWAYS STRIVE TO GO ABOVE AND BEYOND.

