



### THE MARKET

Contrary to all predictions, the Australian 4WD market is growing. Every year 4WD market share increases and in 1996 represented over 12% of motor vehicle sales.

Yet the Australian 4WD buyer is probably the most demanding in the world. With the continent offering extreme conditions from snowfields to rocky firetrails to desert sand dunes, four-wheel drive technology is often put to the test in the most rigorous conditions.

Australian 4WD buyers require a vehicle that inspires confidence, mastering every terrain the country can dish out.

### ACHIEVEMENTS

Land Rover is a 4WD pioneer. From humble beginnings here back in 1948, with a single model which would be designated as primitively crude by today's standards, the domestic Land Rover range has grown enormously over the past 50 years, now encompassing three Range Rover models, 14 Discovery variants, and four styles of Defender.

The success of Land Rover in Australia has been recognised and confirmed over the years by a host of motoring and specialist press awards from titles like 4x4 Australia and Bushdriver. Overlander Magazine made the Land Rover Discovery - in various engine and drivetrain configurations - Four Wheel Drive of the Year no less than three times! And when the new Range Rover burst onto the 4WD scene in 1995, it too scooped the pool with accolades from the press and public alike.

### HISTORY

Land Rover made its world debut in 1948 as the brainchild of Englishman Maurice Wilkes, who wanted a mechanically simple, go-anywhere 4WD vehicle to work on his farm in Wales. Not surprisingly, it went into production as the Series I, with an 80 inch wheelbase, full chassis and a 1595cc inlet over exhaust power unit that developed 55 horsepower.

Land Rover was ideally suited to Australia's tough conditions and when the Snowy Mountains Hydro-Electric Scheme was announced in 1949, it wasn't long before the Land Rover entered service, helping to make a success of an almost impossibly ambitious engineering dream in some of the toughest country on earth.

From mountains to deserts, because of their proven track record in inhospitable terrain, Land Rovers were later used in the remote South Australia outback to chase and recover rockets fired from Woomera in



the early days of research. By being part of important events in the country's post-war development, Land Rover had become something which mere marketing can never create - an Australian icon.

This legendary status has been enhanced by a long association with the Australian Defence Forces. In early 1958 Land Rover announced the new Series II model, whose all-round improved performance attracted the attention of the Australian Army. After exhaustive trials, the Land Rover Series II 109 inch was selected and in November 1958, orders were placed for 1150 vehicles. Since that time, Series IIA, Series III and contemporary Land Rovers have been the chosen general purpose vehicle for the Australian Army (and many units of the Navy and Air Force), despite spirited attempts by other companies like Mercedes Benz and Jeep to erode the relationship.

Though traditionally Army Land Rovers have been both 4x4 and petrol-engined, in recent times

diesel has been the preferred choice, and the Defence fleet has been expanded to embrace special purpose 6x6 vehicles.

By the mid-1980s Land Rover may not have been the most ubiquitous 4WD brand, but it was regarded by many as the best and the most prestigious. The late '80s however, brought rapidly rising interest rates, a recession and a luxury car tax which combined to strangle sales of Land Rover products.

In 1991 Rover Australia was established as a wholly owned subsidiary of the UK Rover Group. Managing Director John Shingleton, with a motivated and dedicated staff of fewer than forty, faced the task of re-establishing Land Rover in Australia, and with the launch of the Land Rover Discovery, took the first steps on the long, hard road to recovery.

Discovery proved to be a tremendous success among the family 4WD buyer group. The work-horse Defender strengthened its image in rural and other heavy duty applications, and new Range Rover fought off all pretenders to remain the king of 4WDs in the Australian psyche.

Land Rover has grown enormously in its 50 year history, and that growth is continuing, with a new model entering the market in 1998. Freelander - known affectionately as 'the baby Land Rover' - breaks new ground in technical innovation and will, like its predecessor of fifty years ago, set new standards in engineering technology as an instant class leader.

### THE PRODUCT

All Land Rovers feature permanent four-wheel drive for more precise roadholding in even the most treacherous conditions. Land Rover vehicles are known to be resistant to corrosion, with many body panels made of aluminium alloy, ensuring a long, useful life - some original pre-'50s vehicles are still operating today.

Let's look at the product in detail. Over the past 25 years Range Rover has always been regarded as the ultimate 4WD, combining saloon car levels of luxury with staggering cross-country mobility.

Continuing that tradition as a combination of strength, elegance and versatility, the new Range Rover also imbues the latest (often patented) applied technology, like Electronic Air Suspension, with automatic and manually adjustable ride height, and side mirrors which dip automatically as reverse is selected. Then there's another world first with the H-gate transfer case mechanism, which takes all physical effort out of high or low range selection, and one of the





car dealership environment. Instead of the sterility of glass and chrome, Land Rover Centres present a welcoming environment with high ceilings, exposed timber beams, wood panelled walls and terracotta tile floors, resembling a wilderness lodge or homestead rather than a car dealership.

Centres offer people direct contact with the world that's home for a Land Rover vehicle. There's an emphasis on

world's most sophisticated and effective anti-lock braking systems - the list goes on and on. Offered in three variants: the super luxurious Autobiography; 4.6 litre V8 HSE and 4.0 litre V8 SE, Range Rover protects its crown with all-leather interiors, superb ride and handling, and practically applied engineering. Simply the best.

Discovery epitomises the strength, comfort, and unique features inherent in any Land Rover. With a choice of automatic or manual transmissions, powerful petrol or frugal diesel engines and a range spanning the luxurious SE7 (which seats a family of seven in complete comfort) the mid-range SE and a super-value S model, Discovery ensures that drivers can choose the 4WD that best meets their needs. And it's equally at home at the MCG as on the CSR (Canning Stock Route).

The Land Rover Defender is the definitive working vehicle - no-frills, no-nonsense, nowhere it can't go. Defender comes in either 110" or 130" wheelbase, with a choice of body styles. There's a fully-enclosed 110 Wagon, Chassis Cab (110 and 130) and 130 Crew Cab. Powerplant is Land Rover's torquey yet super fuel-efficient 2.5 litre turbocharged and intercooled diesel, run through a bulletproof five-speed manual gearbox. With its coil sprung suspension, Defender also offers exceptional occupant comfort compared with its rivals whether on the highway or off the beaten track.

Freelander is the latest addition to the Land Rover product range, Australia being the first market after Europe to receive this new model. Freelander will offer three-door and five-door models, and petrol and diesel engines with, once again, innovative and world-leading technology keeping the vehicle one step ahead in its class. Even more than Range Rover and Discovery, Freelander will cater to the growing urban market with inner city chic, but in true Land Rover tradition, will of course also be capable of reaching those far-flung off-road destinations.

#### RECENT DEVELOPMENTS

Part of Rover Australia's charter is to make owning a Land Rover a pleasurable unique experience and Land Rover Centres being established across Australia are an innovative and dynamic introduction to that experience. Incorporating the adventure, individualism and freedom of the Land Rover image, they move away entirely from the traditional

showcasing lifestyle opportunities, with decorative themes including camping and sporting equipment reinforcing the idea that buying a Land Rover is a lifestyle choice. Because the outdoor lifestyle is such a vital part of our culture, the Land Rover Centre concept is ideal for Australia. As an integral part of all this, an important feature is the on-site 4WD track where visitors can test drive vehicles in off-road conditions.

Most importantly, Land Rover Centre staff undergo special training to eliminate the pressurised attitude to sales almost endemic to the car retailing environment. Existing customers are encouraged to think of themselves as belonging to a club or family, and prospective customers can wander through the Centres, experiencing those lifestyle opportunities without being bothered. It's a complete departure from tradition.

#### PROMOTION

The Camel Trophy is the most obvious and recognised promotion for Land Rover. Each year in a different part of the world, competitors using Land Rovers participate in a variety of tasks. The location always incorporates heavy duty four-wheel driving, where the vehicles cannot and do not fail. From the jungles of Borneo to Siberian wastes and Australia's rugged Top End, Camel Trophy Land Rovers have been there, with the full product range represented over the years.

Outdoor lifestyle and the spirit of adventure is integral to Land Rover. In Australia, that's represented most publicly by Les Hiddins - the Bush Tucker man - who's starred in many company advertisements, but it's also demonstrated by the number of expeditions using Land Rovers, from the Darien Gap Expedition over 30 years ago to the Calvert Centenary Expedition in Australia in 1996. It used to be a boast that there



wasn't a corner of the world that a Land Rover hadn't seen, and that's even truer today.

Yet there's still more to the ethos of Land Rover; a sense and appreciation of 'the good life'. In this vein, Rover Australia is only too happy to sponsor many events including the Mudgee Food and Wine Festival each year in September, and its mini-festival on Balmoral Beach. Both epitomise the appeal of a sophisticated lifestyle which is mirrored in sponsorships of major equestrian events, concours d'elegances, and musical and cultural events.

#### BRAND VALUES

Land Rover's brand values encompass widely varied attributes. *Individualism*: that your choice in motor vehicle says something positive about you as a person. *Freedom*: the ability to enjoy your world. *Authenticity*: Land Rover is the leader in four-wheel drive technology. *Guts*: going there and getting back. *Supremacy*: Being the best at what you do.

And of course, *Adventure*.



#### Things you didn't know about Land Rover

- Over 70% of Land Rovers built since 1948 still in use today.
- To get a Land Rover to the cardamom plantations in New Guinea, it was dismantled and flown there in three plane loads. The chassis was too big for the aircraft so it was sent by canoe.
- Some of the most remote tracks of the great Australian outback - like the Anne Beadell Track across the Great Victoria Desert, or the Windy Corner Track in the Gibson - were cut after exploration by Land Rovers.
- The original 1970 Range Rover is the only motor vehicle to have been exhibited in the Louvre as a work of art.