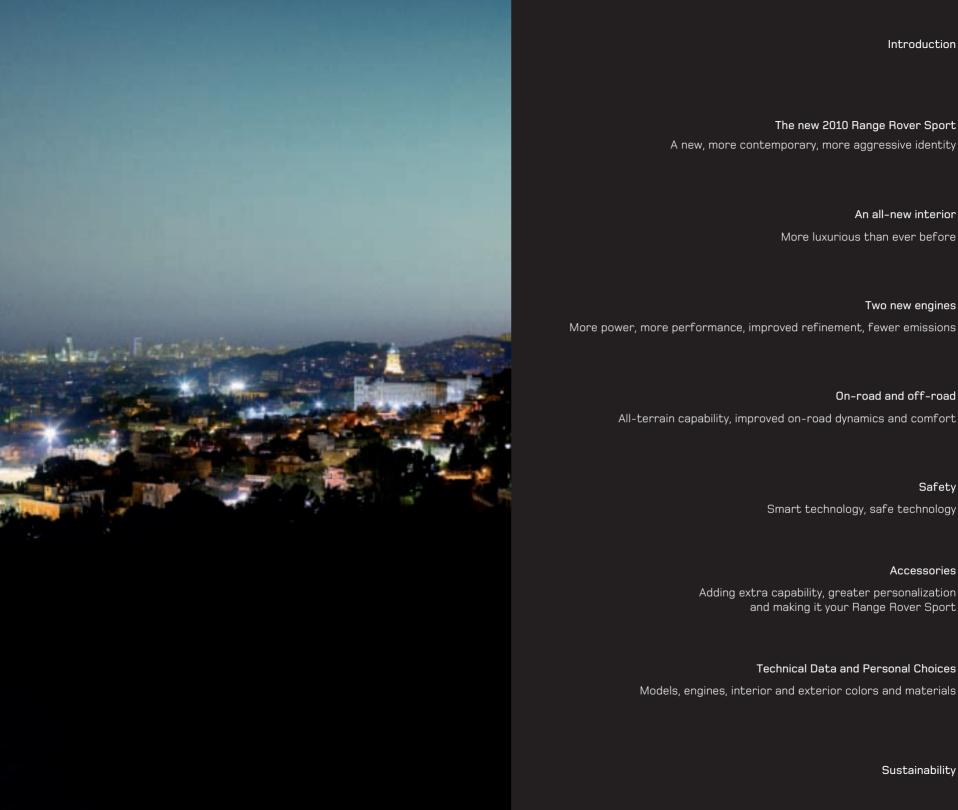
RANGE ROVER SPORT



It is the definitive luxury sports tourer. Defined by exceptional on-road dynamics, class-leading comfort and outstanding breadth of capability.

And now, from the significantly revised body styling and the all-new interior to the two new engines, it is the new 2010 Range Rover Sport.





8-17

18-21

28-33

34-35

36-47

50-51



More alluring. Ready, poised in anticipation of the drive ahead, the new 2010 Range Rover Sport is now more assertive than ever. It reinvigorates its unique identity with a lower-to-the-road, more contemporary appearance. The new 2010 Range Rover Sport, with its more muscular, sharper attitude looks like it's moving, even when it's standing still.









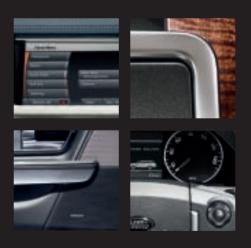
More style. New front bumpers add extra prominence. New Range Rover signature 'concentric circle' headlamps with LED technology, a new front grille and side vents envelop the vehicle with even more charisma. There are new rear light clusters, adding even more LED technology and reinforcing the Range Rover Sport distinctiveness. There is a new, redesigned rear spoiler with an integrated stop lamp. Three new, daring alloy wheel styles. And dramatic, new exterior colors. New appeal. The new 2010 Range Rover Sport.



The 'twin strip' design theme on grilles, vents and lights gives the new 2010 Range Rover Sport a more purposeful line.

The new 2010 Range Rover Sport features the black and silver Land Rover badge throughout the range.

More luxurious. Step inside the new 2010 Range Rover Sport and step up a class. Comprehensively revised, it just keeps getting better. The unique cockpit driving position becomes even more premium with a new, totally redesigned center console and controls, a new instrument panel and instrument cluster all placing greater emphasis on the opulent driving experience.



New, easier-to-use touch-screen with improved entertainment, information, navigation and communication functionality.

New instrument panel with 5 inch Thin Film Transistor (TFT)-LCD technology and optional leather surround from the Extended Leather Package.

New steering wheel with two separate 5-way navigation toggle switches maximize control and ease-of-use of the Infotainment system and functions on the TFT screen.

New 'Range Rover class' Noble-plated finish and wood veneer trim for a luxury ambience.

New premium interior materials including redesigned door panels and speaker frets.







More comfort. As the definitive luxury sports tourer, the new 2010 Range Rover Sport is the place to be for both driver and passengers alike. The dynamic cockpit interior is designed to cosset and cocoon, while the command driving position offers a clear view of the surrounding environment. The center front fascia is new and more premium with a unique, contemporary design.

New, redesigned seats are made to sit in, not on, and create an even more sporty experience and more luxurious, long-range comfort. They are offered in new colors and in two grades of leather, as well as leather combined with Alcantara®. Contrast stitching and driver's electrically adjustable seat bolsters are available with Premium Windsor leather and leather combined with Alcantara®. An Extended Leather Package, which features a dash finished in fine hide, can also be specified to make the interior environment even more select.

There is even interior mood lighting, which enhances the experience of night-time driving.

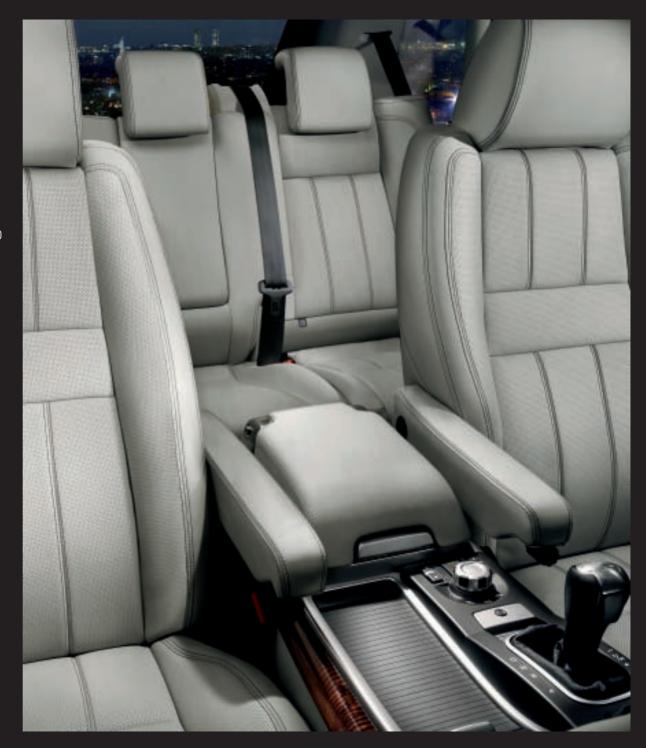
Alcantara® is a registered trademark of Alcantara S.p.A.







More exclusive. The superb, all-new interior provides increased levels of craftsmanship and comfort. Materials are now more tactile and more premium than ever before, creating a superior ambience of quality and prestige.



An acoustic windshield and laminated front side glass raises cabin refinement higher still and improves noise insulation.



More intuitive, easier-to-use access to Infotainment. The focal point of the new center console is a full-color Touch-screen, which provides a hub for all audio, communication and navigation controls as well as adding significant improvements in functionality. This adds to the premium character of the interior by reducing the number of conventional controls required on the console and improves driver ergonomics.

Driver's seat memory controls and lock and unlock function controls have been relocated to the upper door area to improve operating ergonomics.



A 480 - watt **harman/kardon**® LOGIC7® surround audio system incorporating premium audio quality is standard on all Range Rover Sport models. HD Radio is available as a option. Sirius XM® Satellite Digital Audio Receiver System (SDARS) is fitted as standard equipment on Range Rover Sport Supercharged and maybe be specified on HSE and HSE with LUX derivatives.*

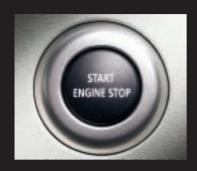




The Portable Audio Interface allows the connection to the In-Car Entertainment system of an iPod® with full track and search integration. An MP3 player or a mass storage device can also be connected via the USB port.

harman/kardon® and LOGIC7® are registered trademarks of Harman International Industries, Incorporated. iPod is a registered trademark of Apple Inc.





Push button Start/Stop. The vehicle is started with a dash-mounted push button without the requirement of key fob docking.

New for 2010 on the Range Rover Supercharged model are steering wheel mounted shift paddles.

Passive keyless entry gives driver access without the necessity of using the key fob's unlock command.

The vehicle is automatically unlocked and the immobilizer deactivated when the key fob comes within close proximity and a door handle pulled.

More in control. The new 2010 Range Rover Sport features Land Rover's legendary command driving position which gives better visibility of the road ahead for the earlier recognition of hazards and helps when maneuvering. This can also help reduce driver stress and fatigue.

All key controls are close to hand and information is easy to read thanks to the centerpiece of driver information, the new instrument panel with its TFT-LCD technology. It shows key vehicle information, for instance gear selection status, and safety data, such as engine temperature. Importantly, the display can be operated using a simple menu system controlled by the 5-way navigation toggle switch on the steering wheel.



More power. More performance. Two new engines – LR-V8 Supercharged and LR-V8 – both with upgraded next-generation 6-speed automatic transmissions with CommandShift®.









More choice. The right engines for a diverse variety of driving styles and performance requirements. Each one offers unparalleled levels of refinement, progressive power on demand, significant improvements in the delivery of torque, resulting in improved efficiency.

LR-V8 Supercharged

510bhp and 461ft/lbs of torque enables longer gearing for improved efficiency, 31 percent more power and 14 percent more torque than the previous 4.2 liter Supercharged engine. Highly efficient, spray-guided direct injection. Lightweight construction uses recycled materials.

LR-V8

375bhp and 375ft/lbs of torque with cutting-edge powertrain technologies for an outstanding blend of power and efficiency. 25 percent more power and 20 percent more torque than the previous 4.4 liter engine. Highly efficient, spray-guided direct injection. Lightweight construction uses recycled materials.

e_Terrain Technologies is a unique Land Rover engineering philosophy and commitment to sustainable initiatives which uses the latest creative and innovative technology to make continual and significant improvements to the environmental performance of all Land Rover vehicles.

More advanced. The new 2010 Range Rover Sport has many advanced dynamic technologies which combine to deliver exhilarating on-road performance.



With Dynamic Response™, Range Rover Sport sets a benchmark for all-terrain vehicles. Standard on Supercharged, Dynamic Response senses cornering forces and compensates automatically. This minimizes body roll while helping maintain sure-footed control and supreme comfort.

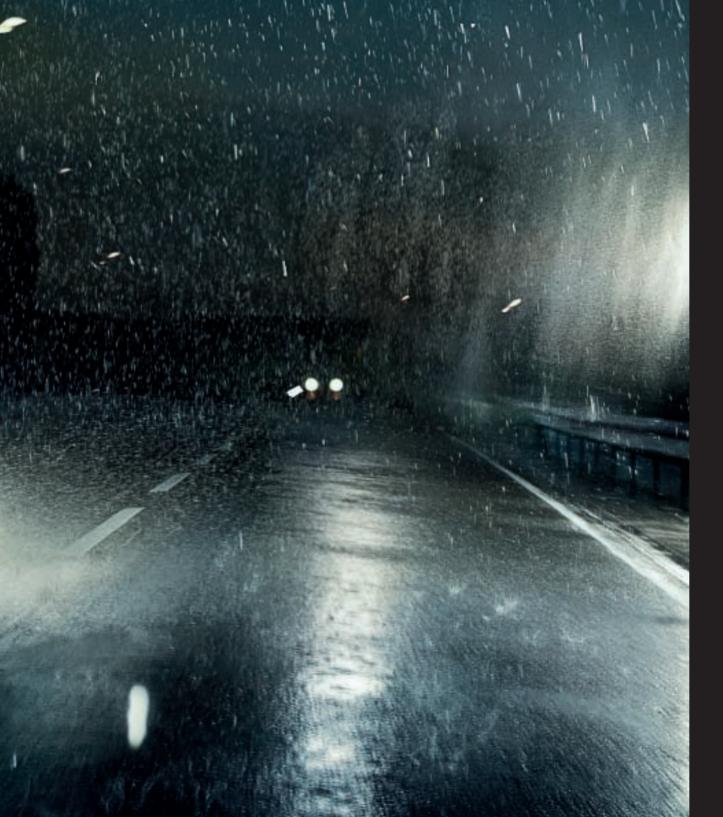
Range Rover Sport LR-V8 Supercharged features Adaptive Dynamics with Dynamic Program. Adaptive Dynamics works by predicting the response to driver input: allowing the system to mitigate any excessive movement, rather than a conventional system, which reacts after the vehicle has already moved.

The Dynamic Program setting is selected via the Terrain Response® system, which utilizes Adaptive Dynamics to give an even more engaging drive and further reinforces Range Rover Sports on road driving dynamics. On LR-V8 Supercharged models the system can provide more performance-orientated responses to driver input by remapping steering, throttle and gearbox settings.





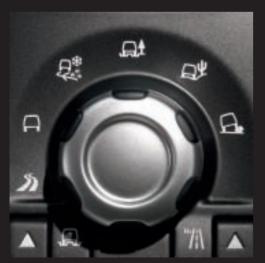




Thanks to Dynamic Technologies, the new 2010 Range Rover Sport offers even better on-road performance than its predecessors and is the best ever Range Rover for driver-focused dynamics and performance. From the smoothest roads, to more extreme rough surfaces and poor weather conditions, the vehicle delivers a sense of confidence and security.

More experience. Land Rover's patented Terrain Response® system gives access to over 60 years of Land Rover all-terrain drive expertise and state-of-the-art dynamic technology.

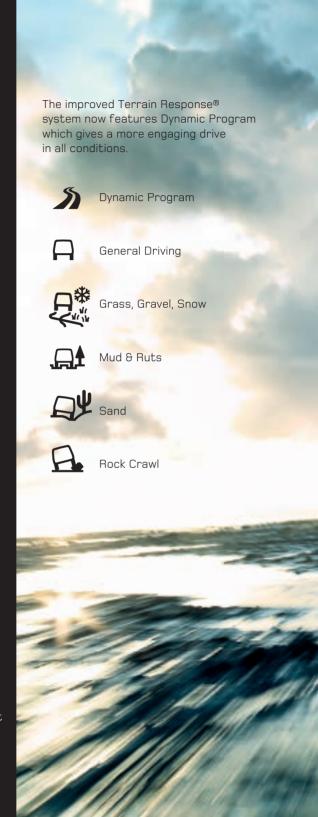
Terrain Response® is your own driving expert with you in the vehicle at all times. Simply turn the new, more conveniently positioned dial to the appropriate icon and the new 2010 Range Rover Sport's engine, transmission, suspension and traction settings reconfigure for optimum drivability in virtually any road conditions. On Range Rover Sport Supercharged the Terrain Response® system includes a new, sixth position on the dial, Dynamic Program, which gives an on-road focus to the vehicle's settings.



This technology now takes a further step forward and includes the new Sand Launch Control system and enhanced traction during rock crawl. Sand Launch Control helps prevent the wheels spinning when moving off from a standstill and the vehicle 'bellying out'. Once the vehicle reaches the appropriate speed the slip thresholds are increased to maintain progress.

Another cutting-edge development is the introduction of Trailer Stability Assist (TSA). Using onboard sensors that detect the presence of a trailer, TSA identifies trailer sway to trigger active braking, cut engine output and stabilize the trailer.

The Hard Disk Drive (HDD) Premium Navigation system allows features to be accessed more quickly – for instance, route finder and route recalculation times are significantly reduced – helping minimize delays in determining directions for the driver. The system also allows the latest mapping information to be easily uploaded via your Land Rover Retailer.









Adaptive Cruise Control (ACC) with Advanced Emergency Brake Assist uses radar to scan the road 10 times a second. ACC will automatically match the pace of the vehicle ahead, settling down behind it and maintaining a constant speed with one of four cruise gap distances set according to the driver's preference.

Forward Alert gives an audio and visual alarm when the distance to the vehicle in front decreases. Advanced Emergency Brake Assist is designed to detect a possible collision and prepares the brake system for emergency braking, then assists the driver as he or she brakes by applying full-force braking even if pressure on the pedal is light. ACC helps reduce the need for driver intervention and assists in creating a more relaxing, more comfortable journey.

Xenon Adaptive Front Lighting with LED technology and the new Range Rover signature 'concentric circle' design give the new 2010 Range Rover Sport a striking new headlamp identity.

Automatic headlamps with high beam assist detect vehicle headlamps/tail lamps and dip the high beam until the light source is out of range.

To cope with the extra demands of improved performance, every new 2010 Range Rover Sport has upgraded brakes for enhanced stopping power and improved driver feel







New Surround Camera System technology utilizes five discreetly placed digital cameras to relay an almost 360 degree view around the vehicle to the Touch-screen display on the fascia. The system provides a number of driver-assist features, for instance zoom and pan, which can be invaluable in situations such as towing a trailer.

New Parking Aid - Rear View Camera displays a rearward view from the vehicle on the Infotainment screen. To aid maneuverability lines representing the vehicle's outer perimeter and predicted path are superimposed on the rearward image.





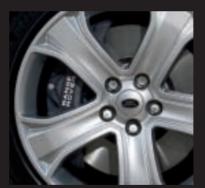


Five digital cameras are housed around the vehicle – two on either side of the front bumper, one in each of the door side mirrors and one in the rear spoiler.



The new 2010 Range Rover Sport's highly rigid body, with its low center of gravity and energy-absorbing crumple zones offer impressive levels of safety and occupant protection. Dynamic Stability Control (DSC) monitors wheel speed and steering angle to help make cornering safer and more stable. DSC applies ABS braking to individual wheels to support and maintain control.







Further improvements to the Stability Control Systems include Roll Stability Control – which operates progressively to help reduce the likelihood of the onset of a rollover situation – and Enhanced Understeer Control – which helps the driver recover control by mitigating under steer. For added peace of mind, the new 2010 Range Rover Sport is equipped with a total of 6 airbags, including side curtains.



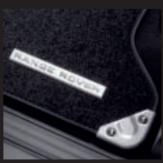


Accessories make this your new 2010 Range Rover Sport. Add personalization with attitude to really stand out from the crowd. Add even greater luxury and exclusivity to the interior atmosphere. Or add even greater capability to suit an individual lifestyle. And remember, accessories can be added at any stage during the vehicle's life. Not just when it's new. For more information please contact your local Land Rover Retailer.



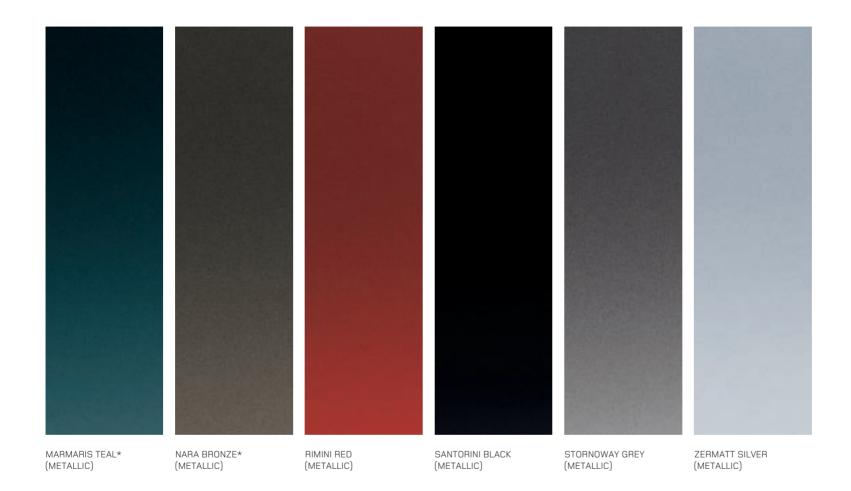






EXTERIOR COLOR CHOICES





^{*} New at 10MY

INTERIOR COLOR CHOICES



INTERIOR TRIM FINISHER*



INTERIOR COLOR COMBINATIONS

Leather



Almond seats with Nutmeg stitching/ Nutmeg carpet

Upper Dash Ebony

Straight Grain Walnut Wood Finisher

*Model availability varies.

COLORWAYS

Leather



Ebony seats with Lunar stitching/ Ebony carpet

Upper Dash Ebony

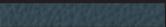


Straight Grain Walnut Wood Finisher

Leather



Ocean seats with Ocean stitching/ Ocean carpet



Upper Dash Ocean



Anigre Wood Finisher

Leather/Alcantara®



Almond/Nutmeg seats with Ivory contrast stitching/Nutmeg carpet*

Upper Dash Arabica**

Straight Grain Walnut Wood Finisher

Leather/Alcantara®



Ebony/Lunar seats with Ivory contrast stitching/Ebony carpet*

Upper Dash Ebony**

Grand Black Lacquer Wood Finisher

*Contrast stitch on seats available as an option on Leather/Alcantara® and Premium Perforated Leather.

**Extended Leather Pack option shown on Leather/Alcantara® and Premium Perforated Leather — includes upper dash, end caps, door tops and door armrests wrapped in Premium Leather.

Where the pack is not specified these elements of the interior are available in Ebony or Ocean trim finish.

Contrast stitch on seats is standard on all Supercharged and a cost option on HSE LUX models.

COLORWAYS

Leather/Alcantara®



lvory/Ocean seats with Ocean contrast stitching/Ocean carpet*

Upper Dash Ocean**

Anigre Wood Finisher

Leather/Alcantara®



lvory/Lunar seats with Ebony contrast stitching/Ebony carpet*



Grand Black Lacquer Wood Finisher

Premium Perforated Leather

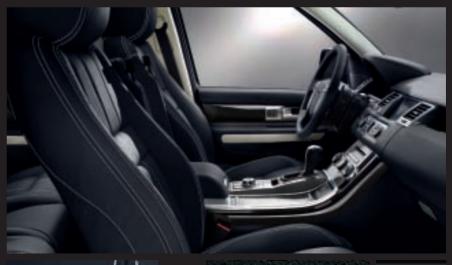


Almond seats with Ivory contrast stitching/Nutmeg carpet*

Upper Dash Arabica**

Straight Grain Walnut Wood Finisher

Premium Perforated Leather



Ebony seats with Ivory contrast stitching/Ebony carpet*

Upper Dash Ebony**

Grand Black Lacquer Wood Finisher

COLORWAYS

Premium Perforated Leather



Ivory seats with Ocean contrast stitching/Ocean carpet*

Upper Dash Ocean**

Anigre Wood Finisher

Premium Perforated Leather

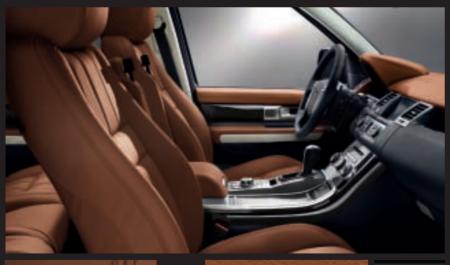


Ivory seats with Ebony contrast stitching/Ebony carpet*





Premium Perforated Leather

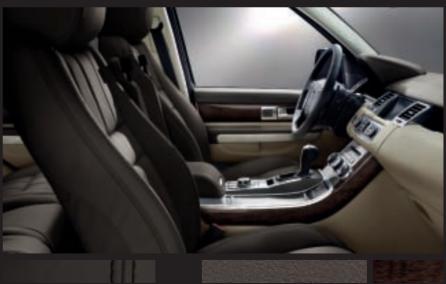


Tan seats with Tan stitching/ Ebony carpet[†]

Upper Dash Tan

Grand Black Lacquer Wood Finisher

Premium Perforated Leather



Arabica seats with Arabica stitching/ Nutmeg carpet[†]



Anigre Wood Finisher

^{*}Contrast stitch on seats available as an option on Leather/Alcantara® and Premium Perforated Leather.

**Extended Leather Pack option shown on Leather/Alcantara® and Premium Perforated Leather – includes upper dash, end caps, door tops and door armrests wrapped in Premium Leather.

Where the pack is not specified these elements of the interior are available in Ebony or Ocean trim finish.

1 Extended Leather Pack standard for Tan and Arabica interiors – contrast stitch on seats not available.

Contrast stitch on seats is standard on all Supercharged and a cost option on HSE LUX models.

Recommended wood option shown.

COLOR AND TRIM MATRIX

COLORWAYS		OCEAN/IVORY		E	BONY	EBO	NY/IVORY	ARABICA/ALMOND	ALMO	ND/NUTMEG	EBONY/TAN
SEAT COLOR	OCEAN	IVORY	IVORY/OCEAN	EBONY	EBONY/LUNAR	IVORY	IVORY/LUNAR	ARABICA	ALMOND	ALMOND/NUTMEG	TAN
CARPET	OCEAN	OCEAN	OCEAN	EBONY	EBONY	EBONY	EBONY	NUTMEG	NUTMEG	NUTMEG	EBONY
TRIM MATERIAL											
Leather		_				-	_	-		_	-
Leather/Alcantara®*	_			-				_	_		_
Leather/Alcantara® with Contrast Stitch*	_					_					
Premium Perforated Leather*	_						_			_	
Premium Perforated Leather with Contrast Stitch*											
INTERIOR TRIM FINISHER											
Straight Grain Walnut	R	R	R	R	R	R	R	R			R
Anigre	•	•	•	R	R	R	R	•	R	R	R
Grand Black Lacquer	R	R	R	•	•	•	•	R	R	R	•
EXTERIOR COLOR											
Alaska White	R	-	•	R	R	R	R	R	R	R	R
Bali Blue				•	•	R	R	-	-	-	-
Bournville	_	_	-	R	R	R	R	•	R	R	R
Buckingham Blue	R	R	R	R	R		•	R	R	R	R
Galway Green				R	R	R	R	R	•	•	R
Ipanema Sand	R	R	R	R	R			R	R	R	R
Izmir Blue		R	R	•	•	R	R	R	R	R	R
Marmaris Teal	R	•	•	R	R	R	R	R	R	R	R
Nara Bronze				R	R	R	R	•	R	R	R
Rimini Red	=	_	_	R	R	R	R	R			
Santorini Black				R	R	•	•	R	R	R	•
Stornoway Grey	R			•	•	R	R	R	R	R	R
Zermatt Silver	•	R	R	R	R	R	R	R	R	R	

[■] Combination is Designer's Choice R Combination is Recommended □ Combination is Available - Combination is Not Available *Driver's Electrically Adjustable Seat Bolsters standard

SPECIFICATIONS

ENGINE DATA	V8	V8 SUPERCHARGED		
Location	Front North South	Front North South		
Capacity	5.0 Liters	5.0 Liters		
No. of cylinders	8	8		
Cylinder layout	Longitudinal V8	Longitudinal V8		
Bore inches (mm)	3.64 (92.5)	36.4 (92.5)		
Stroke inches (mm)	3.66 (93)	3.66 (93)		
Compression ratio (:1)	11.5	9.5		
Cylinder head material	Aluminum	Aluminum		
Cylinder block material	Aluminum	Aluminum		
Ignition system	Denso Generation 1.5	Denso Generation 1.5		
Valves per cylinder	4	4		
Maximum bhp @ rpm	375 @ 6,500rpm	510 @ 6,000-6,500rpm		
Maximum torque lb-ft @ rpm	375 @ 3,500rpm	461 @ 2,500-5,500rpm		

	N DATA

Transmission type	Automatic	Automatic
Gear ratio 6th (High/Low) :1	0.691 / 2.020	0.691 / 2.020
5th (High/Low) : 1	0.867 / 2.540	0.867 / 2.540
4th (High/Low) : 1	1.143 / 3.350	1.143 / 3.350
3rd (High/Low) : 1	1.521 / 4.460	1.521 / 4.460
2nd (High/Low) : 1	2.340 / 6.860	2.340 / 6.860
1st (High/Low) : 1	4.171 / 12.220	4.171 / 12.220
Reverse (High/Low) : 1	3.403 / 9.960	3.403 / 9.960
Final Drive ratio : 1	3.54	3.54
Transfer box ratio High : 1	1	1
Transfer box ratio Low : 1	2.93	2.93
Shift-on-the-move - mph (kph) max High to Low	12 (20)	12 (20)
Low to High mph (kph)	37 (60)	37 (60)
Max speed in gear mph (kph) 6th High	130 (209)	140 (225)
1st High mph (kph)	32 (51)	30 (49)
1st Low mph (kph)	11 (18)	11 (17)

STEERING DATA	V8	V8 SUPERCHARGED		
Туре	Speed proportional power assisted rack and pinion			
Turns lock-to-lock	3.1	3.1		
Turning circle (curb-to-curb)	37.7ft (11.5m)	37.7ft (11.5m)		
Turning circle (wall-to-wall)	39.04ft (11.9m)	39.04ft (11.9m)		
BRAKES				
Front size inches (mm)	14.1 (380)	14.9 (380)		
Туре	Ventilated disc	Ventilated disc		
Rear size inches (mm)	13.7 (350)	14.3 (365)		
Туре	Ventilated disc	Ventilated disc		
Parking	Duo Servo	Duo Servo		
ABS (Anti-lock braking system)	Bosch	Bosch		

ENGINE, TRANSMISSION AND SUSPENSION	V8	V8 SUPERCHARGED
Permanent four-wheel drive	-	
Six-speed adaptive automatic gearbox with CommandShift® and high/low range	•	•
5.0 Liter V8 naturally aspirated engine	-	-
5.0 Liter V8 Supercharged engine	-	•
Hill Descent Control with Gradient Release Control	-	•
Four-wheel Electronic Traction Control	-	•
Active rear E-differential		
Four-corner air suspension with Terrain Response®	-	•
Adaptive Dynamics with Dynamic Program	-	•
Dynamic Response™	-	•

■ Standard □ Option - Not available

SAFETY AND SECURITY

- Airbags, full size driver 8 front passenger, driver 8 front passenger side and head, rear outboard passenger head airbags.
- Four Channel all-terrain Anti-lock Braking System (ABS) with all round ventilated disc brakes
- Centrally mounted high stop lamp in rear spoiler
- Dynamic Stability Control (DSC)
- Roll Stability Control (RSC)

- · Trailer Stability Assist (TSA)
- Electric Parking Brake (EPB)
- Electronic Brake Assist (EBA)
- Passive engine immobilization
- · Ultrasonic Alan
- Remote central locking





19 INCH 15-SPOKE ALLOYS 'STYLE 5' STANDARD HSE



20 INCH 'STORMER' ALLOYS 'STYLE 2' OPTIONAL



20 INCH 15-SPOKE ALLOYS 'STYLE 3' STANDARD ON HSE W/LUX, OPTIONAL ON HSE



20 INCH 15-SPOKE ALLOYS DIAMOND TURNED FINISH 'STYLE 4' OPTIONAL HSE W/LUX



20 INCH 5-SPOKE ALLOYS
'STYLE 6' STANDARD SUPERCHARGED



20 INCH 5-SPOKE ALLOYS DIAMOND TURNED FINISH 'STYLE 7' OPTIONAL SUPERCHARGED

Model availability varies.

Please note: When choosing vehicles fitted with specific wheel and tire combinations or optional wheels and tires, your intended use of the vehicle should be considered. Wheels with larger diameters and lower profile tires may offer certain styling or driving benefits, but may be more vulnerable to damage, please discuss your requirements with your local Retailer when selecting your vehicle and specification.

DIMENSIONS AND CAPABILITIES



Height[†] 70.4 inches (1,789mm) (with sunroof closed and roof pod) Front wheel track 63.1 inches (1,605mm)

†Access height air suspension setting reduces height given by 1.96 inches (50mm) to 68.4 inches (1,739mm)



Rear wheel track 63.4 inches (1,612mm) Width 78.8 inches (2,004mm) mirrors folded Width 84.9 inches (2,158mm) mirrors out



Wheelbase 108 inches (2,745mm)



Overall length 188 inches (4,783mm)



Turning Circle Curb-to-curb 37.7ft (11.5m) Wall-to-wall 39.0ft (11.9m) Turns lock-to-lock 3.1



Obstacle Clearance Ground clearance off-road height 8.93 inches (227mm) Standard ride height 6.77 inches (172mm)



A Approach Angle Standard ride height 30.3°,off-road 34.6° (to spoiler) 34.6°

B Ramp Angle Standard ride height 20°, off-road 25°

C Departure angle Standard ride height 26°, off-road 29° with reduced section spare wheel (to bumper)

Luggage Capacity
Rear seats upright
Height 37.1 inches (943mm) Width 48.0 inches (1,221mm)
Loadspace volume 33.8 cuft. (958 liters)

Loadspace width between arches 44.0 inches (1,120mm) Length at floor 39.0 inches (991mm)

Rear seats forward Height 37.1 inches (943mm) Width 48.0 inches (1,221mm) Loadspace volume 71.0 cu.ft (2,013 liters)

Loadspace width between arches 44.0 inches (1,120mm) Length at floor 69.0 inches (1,754mm)

Headroom

Maximum front headroom 39.4 inches (1,000mm) 38.5 inches (977mm with sunroof) Rear headroom 38.3 inches (975mm)



Wading Depth Maximum wading depth 27.5 inches (700mm)

PERFORMANCE AND WEIGHTS

WEIGHTS	V8	V8 SUPERCHARGED
Total Base Curb Weight*	5,487lb (2,489 kg)	5,709lb (2,590 kg)
Gross vehicle weight	6,768lb (3,070 kg)	6,889lb (3,125 kg)
Maximum mass on each axle (front)	3,240lb (1,470 kg)	3,240lb (1,470 kg)
Maximum mass on each axle (rear)	3,769lb (1,710 kg)	3,769lb (1,710 kg)
TOWING (towing pack option)		
Unbraked trailer	1,653lb (750 kg)	1,653lb (750 kg)
Maximum towing	7,716lb (3,500 kg)	7,716lb (3,500 kg)
Maximum coupling tonque weight	551lb (250 kg)	551lb (250 kg)
PERFORMANCE		
Maximum speed mph (kph)	130 (209)	140 (225)
Acceleration - secs 0-60mph	7.2	5.9
- secs 0-100kph	7.6	6.2

Fuel tank capacity 89.1 liters.(23 US Gallons). Low fuel warning at approximately 9 liters (2 US Gallons)







LandRoverUSA.com/OurPlanet

Our commitment is to a sustainable future. Everything from the design of our vehicles and the way we build them, to how and where we use them and, at the end of their life, to how they can be safely disposed of, Land Rover is committed to a sustainable future. We're committed to reducing our impact on the environment and are working in four key areas.



e TERRAIN TECHNOLOGIES.

In 2007 we announced a joint investment into new technologies to improve the environmental performance of our vehicles. This joint investment now stands at £800m. Building on the innovation of the Land e concept, the first of these technologies is the Stop/Start engine in our diesel manual LR2. In 2008 we revealed our new concept vehicle, the LRX; a Land Rover in body and spirit but conceived as a hybrid 2.0 liter diesel with potential CO2 emissions of 120g/km.



SUSTAINABLE MANUFACTURING

World class manufacturing facilities. Certified to ISO14001 since 1998. Our manufacturing facilities at Solihull and Halewood have reduced emissions by around 4 percent year on year, over the last 5 years. Our TDV6 and TDV8 engines are assembled in the Dagenham Diesel Centre which is powered by wind turbines. Total energy used in manufacturing each vehicle has been reduced by 19 percent since 2002. While water use per vehicle has been cut by 14 percent in the same period. We're also offsetting all CO2 emissions by the manufacturing assembly of Land Rover vehicles at both plants. Partnered with specialist organization Climate Care, our offset projects include a wind farm in China and hydro electric generators in Tajikistan. In addition, Land Rover vehicles are now designed to be 85 percent recyclable with all current models meeting the European End of Life Vehicles Directive. Sustainable and recyclable materials play an important role too: LR2 contains 10 percent recycled and 10 percent renewable materials.

CO₂ OFFSETTING in 2006, in the UK, we launched a pioneering program for customers, independently administered by Climate Care, to offset CO₂ emissions for the first 45,000 miles (72,000 km) of all new Land Rovers. This program is being rolled out progressively to other countries around the world. We're also the first automotive company to offset 100 percent of our manufacturing assembly CO₂ emissions.



GLOBAL CONSERVATION AND HUMANITARIAN PROJECTS.

Land Rover vehicles are used by conservation and humanitarian organizations worldwide and are often first choice for difficult tasks. Organizations include the Born Free Foundation, Biosphere Expeditions, Royal Geographical Society (with IBG), China Exploration and Research Society and Earthwatch Institute. Our projects are diverse, ranging from an initiative to help with the protection of rare wolves in Ethiopia, to a project funded by our CO₂ offset program which provides efficient cooking stoves to rural parts of Uganda.

Our planet. We take our responsibility to our planet very seriously. Our vehicles are designed for purpose. As part of our Fragile Earth policy Land Rover has actively promoted responsible off-road driving since 1990. Our Experience Centers teach drivers to understand the full potential and unique breadth of capability of their vehicles while reducing impact on nature and the environment, in a wide range of activities.

To find out more, and to see our progress, visit www.LandRoverUSA.com/OurPlanet











www.LandRoverUSA.com

LAND ROVER FINANCIAL Whether you drive a Land Rover for your own private pleasure or as a company car, Land Rover offers a wide range of competitive finance and insurance plans, developed exclusively for Land Rover owners and tailored to meet all your individual requirements. Your Land Rover Retailer will match your personal or business requirements to the most appropriate finance plan, provide you with quotations and process your application.

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Jaguar Land Rover North America, LLC 555 MacArthur Blvd. Mahwah, NJ 07430 1–800-FIND-4WD www.LandRoverUSA.com









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



BY APPOINTMENT O HRH THE PRINCE OF WALES MANUFACTURERS OF LAND ROVER VEHICLES

