



LAND-  
ROVER

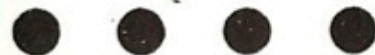
LEADS THE FIELD





# 1948 . . .

In 1948, Britain's first  
civilian 4-wheel drive  
all-purpose vehicle  
was announced.



Designed and built by the engineers of the Rover Company, it  
was appropriately named the Land-Rover, and as Britain's answer  
to a famous American machine it quickly won a great many friends.





Soon, overseas organisations became interested in this chunky "do anything," "go anywhere" vehicle, and up to the present day an average of 75% of all Land-Rovers made have been exported.







In 1948, the Land-Rover was a  
new model, cleverly designed  
and thoroughly tested but  
operationally untried. Today, with  
ten years' progressive and  
uninterrupted experience to its  
credit, it has emerged the  
acknowledged leader in its field,  
completely and satisfyingly  
proved in the rough and tumble  
of active service.



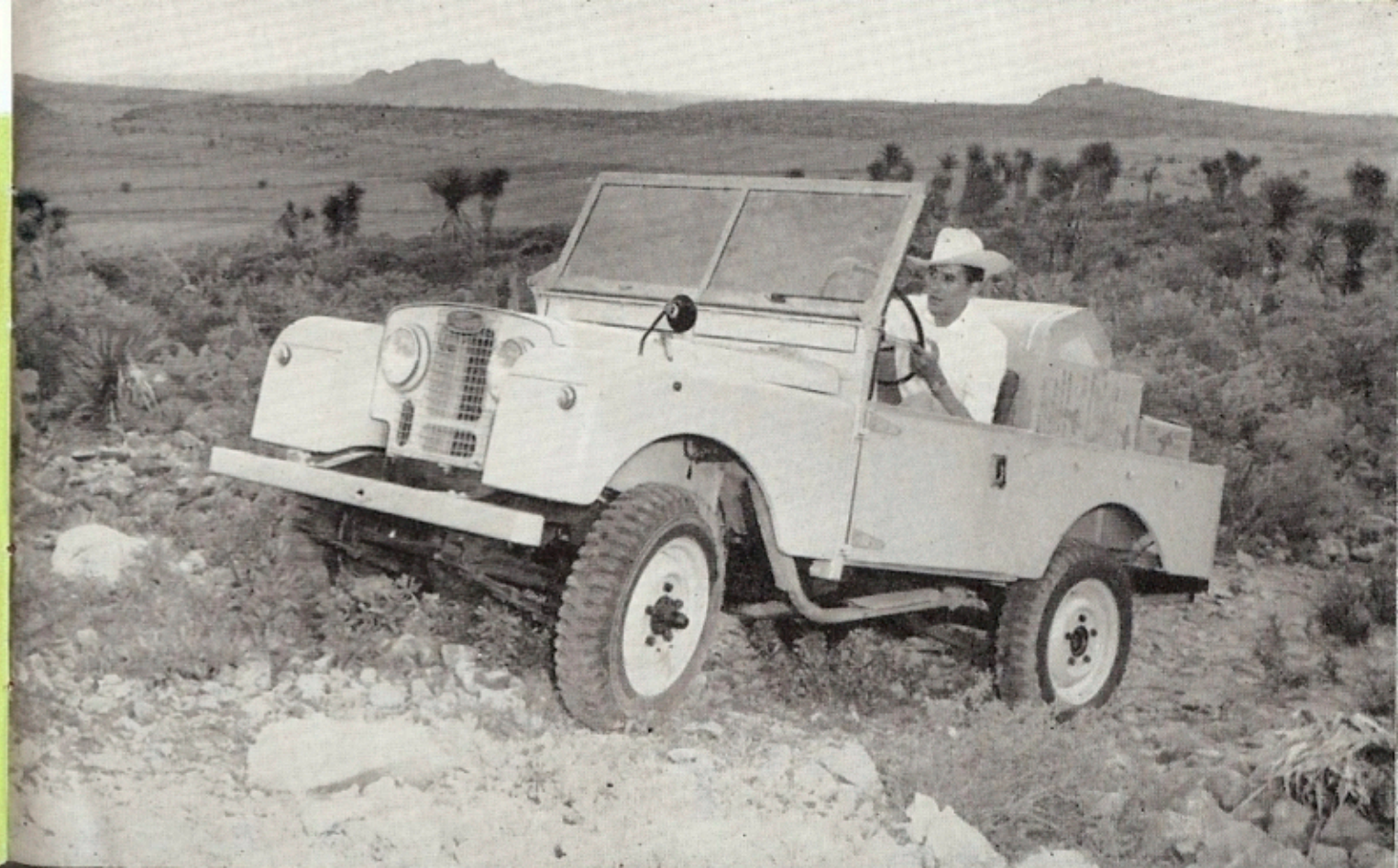




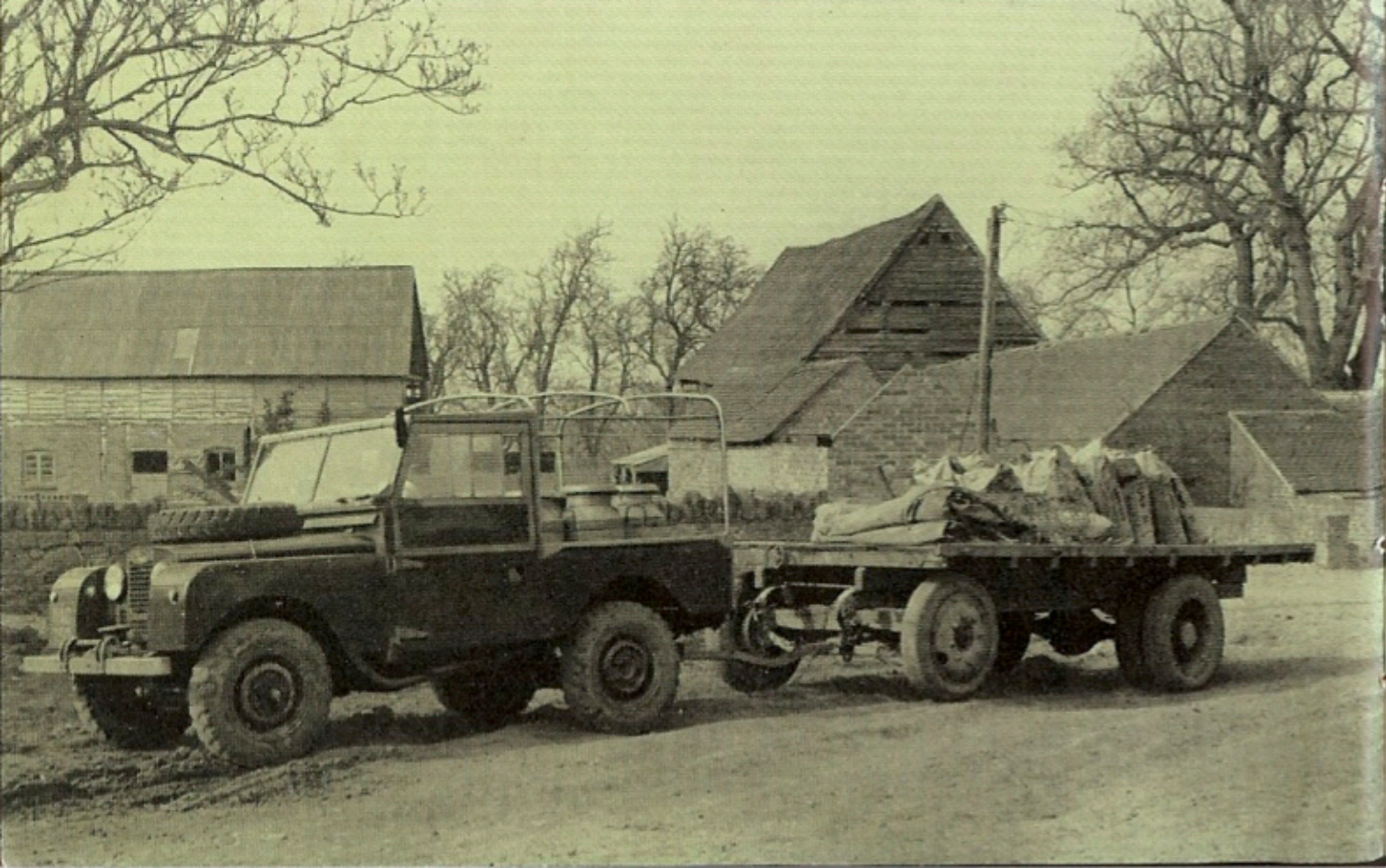
LAND-  
ROVER

Today, also, it is backed by  
an immense service and  
parts supply organisation  
that keeps its wheels turning  
even in the most terrible  
territories of the world.

What of the Land-Rover  
itself, how has this amazing  
machine achieved such  
outstanding success ?

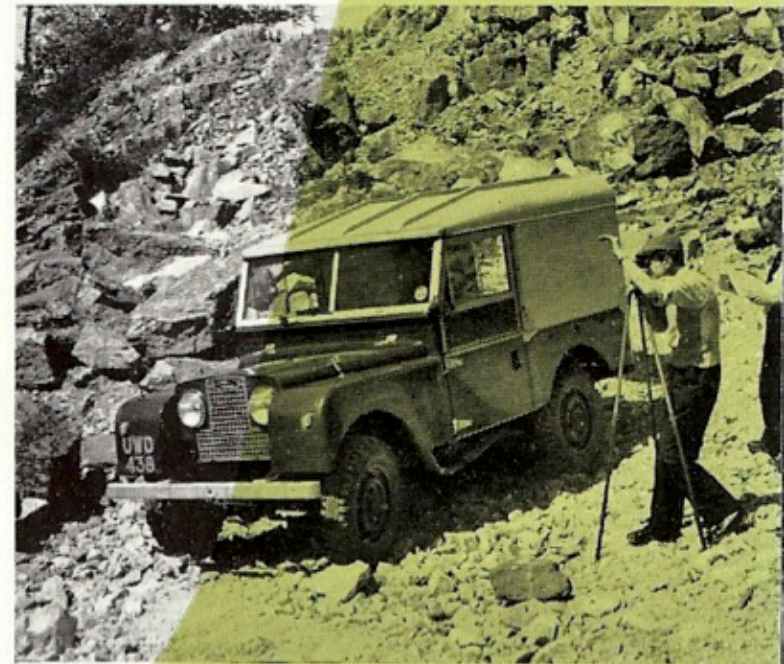






LAND-  
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Unlike other vehicles of a similar type which were originally produced for military work and later adapted for civilian use, the Land-Rover was designed from the outset for work on the farm and for all journeys and jobs in difficult places. And it has been built by an independent British Company, universally famous for the quality of its engineering.







LAND-  
ROVER

Power can be provided either by a 4-cylinder petrol engine of particularly efficient design, or a 2 litre diesel engine.

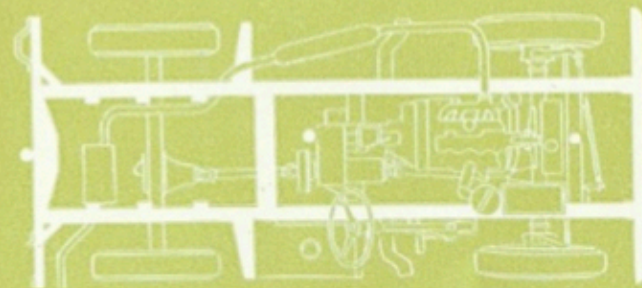
Both produce slogging power at low revs. for rough field work and a good turn of speed for easier road travel. Whatever the conditions, Land-Rovers are never baulked for lack of power.







LAND-  
ROVER



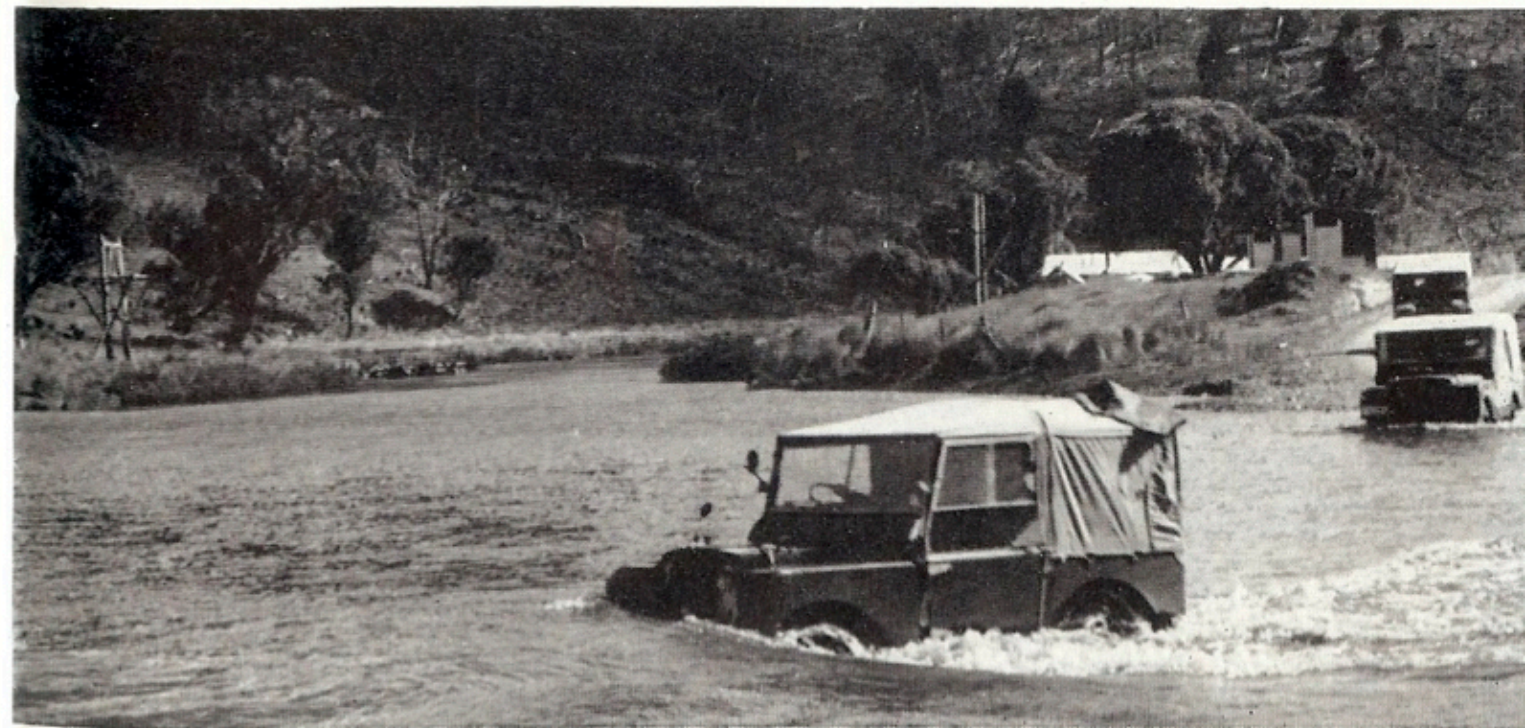
The almost unbreakable strength of the Land-Rover is derived from the fully box-sectioned chassis frame. That is why this amazing vehicle can deal with such weighty loads and heavy tows and withstand the day-after-day buffeting it receives when operating over rugged country. It also provides one of the reasons why Land-Rovers will outlast any similar machine.







Bodywork is of non-rusting,  
corrosion-resisting alloy. Not  
only, therefore, can a Land-Rover  
operate in water-logged  
territory and be left  
out-of-doors year in and year out  
it can also be used to carry  
certain fertilizers, etc.,  
without damaging the metal.  
The few exposed steel portions  
on the body are heavily galvanised for protection.







# 1958 . . . . .

Now, on the 10th anniversary of the Land-Rover's inception the improved and sleeker Series II models are announced.

Produced by engineers with 10 years unequalled experience

behind them, they represent the highest value and greatest lasting quality in 4-wheel drive vehicles. At the time

of going to press there are three basic Land-Rovers available : The Regular, the Long, and the Long

Station Wagon. Other Series II models are on the way.

*still leading the field*



Regular  
Land-Rover







### Long Land-Rover

As always, a comprehensive range of optional extras is available for these vehicles. For instance, the Regular, which is normally provided with a canvas hood, can also have a detachable hard-top or a truck-type cab, while the Long Land-Rover may be supplied with a body hood, an all-over body and cab hood or a hard-top. And there are a host of other extras available, including rear and centre power take-off equipment and a front-mounted winch.







Long Station Wagon

LAND-  
ROVER

Because of the Land-Rover many "impossible" jobs have now become commonplace, many "inaccessible" places have been opened up and many backward territories given a new chance of survival. There is still no substitute for the amazing Land-Rover—"the world's most versatile vehicle."





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