MARQUE VALUES

Assuring that Land Rover products meet their unique expectations requires more than superior design, technology and testing. It demands a clear dedication to a set of guiding principles we call the Land Rover Marque Values:

**INDIVIDUALISM**
Knowing your own mind: independence

**AUTHENTICITY**
Fit for purpose: the original

**FREEDOM**
Go where you want to go: choice

**ADVENTURE**
Exploring the unknown, with care for the environment

**GUTS**
Giving everything you’ve got: endurance

**SUPREMACY**
Superior to all competitors: leadership

To everyone at Land Rover, the Marque Values stand at the heart and soul of every vehicle we build.
Mention the name Land Rover in knowledgeable circles and immediately eyebrows raise and heads nod in recognition. This is the very same marque that has earned the respect and admiration of explorers, adventurers, royalty, police and military organisations in more than a hundred countries around the world. And not without reason. Unlike many legends, Land Rover’s does not diminish upon closer examination.

For nearly 50 years, Land Rover has been the exclusive producer of four-wheel-drive vehicles, acquiring a reputation for transporting people into, across, up, down, through and most importantly, back out of adverse terrain in the most remote corners of the globe. It is, arguably, the envy of the four-wheel-drive industry. Land Rover has achieved this reputation by a single trait that has characterized every Land Rover vehicle ever built – integrity. The first Land Rover models carried box-steel frames, bodies of aircraft aluminum and permanent four-wheel drive. This resulted in an enormously strong foundation, a low center of gravity and abundant traction. These same features form the basis of every Land Rover vehicle built today. From the rugged Defender 90 to the multi-talented Discovery to the sophisticated Range Rover, contemporary Land Rover vehicles all share a legacy unrivaled in the industry.
Looks and cachet aside, the heart and soul of every Land Rover is its chassis, which is a model of brute strength and technological sophistication. Nestled securely amid the trademark boxed-steel framework is a drivetrain of world-class qualifications. Aluminum V-8 engines supply generous low-rpm torque through manual or automatic transmissions to a pair of strong beam axles. A two-speed transfer case and center differential receive the power and distribute it via a permanent four-wheel-drive system that operates continuously — there's no need to pause and engage it in the event of sudden slippery conditions. Long-travel suspension is achieved by massive springs — all-type in Range Rover, steel coil in Defender and Discovery — together with radius arms that allow the axles to articulate over off-road obstacles and soak up road shock that ordinarily would be passed on to passengers. Stopping is provided by powerful four-wheel disc brakes on all models, with anti-lock brakes on Discovery and Range Rover. These two models also feature dual airbags. In fact Land Rover vehicles were the first sport-utilities in the world with this safety system. Land Rover's legendary aplomb in the face of difficult conditions is neither myth nor flake. It is the result of advanced engineering that has been proven under extreme circumstances in the most remote corners of the planet.

1. See driving statements in specifications.
Ever since its introduction in 1970, Range Rover has defined and repeatedly redefined the category of luxury sport-utility vehicle. In fact, Range Rover is actually several vehicles: a superb off-road 4 x 4; an elegant British luxury car complete with supple leather trappings and gleaming wood trim; and a robust European sporting sedan.

A Range Rover owner can exit the city, sprint to the countryside, depart the pavement for off-road adventure and then return home in comfort — all this in a single day's outing. \(\text{1}\) One of the secrets of Range Rover's amazing versatility is an Electronic Air Suspension (EAS) system that raises and lowers the vehicle, depending on load and operating conditions. In the "High" mode, it provides additional off-road clearance, while in the "Access" mode, the passenger cabin lowers 2.6 inches for easier exit and entry. \(\text{2}\) Inside Range Rover, one finds an impressive list of conveniences, including heated, 10-way adjustable front seats with memory, heated side-view mirrors, a remote keyless locking system that can adjust seats and mirrors to pre-selected memory settings, and dual zone automatic climate control. Dual airbags\(^1\) are, of course, standard. \(\text{3}\) For 1997, there are two Range Rover models from which to select: the 4.0 SE powered by an energetic 4.0-liter aluminum alloy V-8, and the 4.6 HSE, with an even stronger 4.6-liter engine and low profile, 18-inch Pirelli tires. Both models employ permanent four-wheel drive, an electronically-controlled four-speed automatic transmission and two-speed transfer case with "H-gate" shifter. Range Rover is living proof that high technology, luxury and go-anywhere capability can exist happily under the same roof.
This is the vehicle for people who thought they could never own a Land Rover. Like all Land Rover models, it is designed and built to withstand the rigors of global adventure. But in a more important sense, it’s also tailored to survive the unique stresses and strains of service in an active family. Reassuring Land Rover attributes such as a high-torque aluminum V-8, permanent four-wheel drive and four-wheel anti-lock disc brakes are all standard equipment. At the same time, Discovery’s unique cockpit with its large, airy surroundings, generous windows and high seating position provides a commanding view of traffic below. For much the same reasons it’s also pleasant to drive and easy to park. Adding to its confidence-inspiring behavior is a long list of standard safety and convenience equipment, including dual airbags, heating and air conditioning with individual controls for driver and front passenger, heated side-view mirrors, headlamp washers and a premium AM/FM/cassette audio system. Discovery’s interior is particularly well suited for family use. Storage compartments, cargo nets and cupholders are in abundance, and tough, easy-to-clean materials are used throughout. Discovery, like all Land Rover vehicles, also has a globe-trotting side. And the qualities that have endeared the Discovery to explorers and adventurers in the jungles of Borneo and the blizzards of Antarctica are the very qualities that have made it such a trusted member of a growing number of American households. Above all, Discovery is unique, a pleasant alternative in a world of high-volume, look-alike cars and sport-utility vehicles. Perhaps surprisingly, for the price of an ordinary sport-utility, you can own a genuine Land Rover.
The Defender is in many respects the quintessential Land Rover. It can trace its roots directly back to the original four-wheel-drive pack mule that inspired the Land Rover legend in the first place. Like its ancestor, there is nothing frivolous or superficial about it. The straightforward architecture, the massive wheels and tires, the trim wheelbase and minimal overhang – what you see is what you get. And what you get in the Defender 90 is a no-nonsense, work-hard, play-hard vehicle with on-road poise and off-road performance capabilities that can exceed the requirements of even the most ardent global adventurer. With its aluminum body panels and boxed-steel frame, V-8 engine and rugged four-speed automatic transmission, permanent four-wheel drive and two-speed transfer case, the Defender 90 is ready for action – anywhere, any time, any place. It's also as much at home running errands around town as surely as it is on expeditions into the wilderness. Defender is the kind of vehicle that adds a touch of adventure to any outing. Settling behind Defender's stout steering wheel, one is immediately struck by its strong sense of purpose. The array of gauges, the hand-filling levers and controls, the utilitarian ventilation ducts and durable, accommodating seats – all convey an impression of ruggedness and durability that is no mere illusion. Yet Defender is also civilized. Give it a wash and a good vacuuming-out and it's ready for a night on the town. For 1997, its final year in America, Defender 90 is available in two body styles – the time-honored Soft-Top and the all-weather Station Wagon with factory-fitted aluminum top.
### DISCOVERY

#### Launch/Colors
- A larger boxed-out side-badge feature.
- Welded side frame body panels.
- Aluminum alloy side body panels.

#### Engine
- OHV 4-cylinder engines.
- Series 4-cylinder engine (4.5L).
- Series 6-cylinder engine (6.6L).
- Series 7-cylinder engine (7.1L).

#### Performance
- Series 4-cylinder engine (4.5L).
- Series 6-cylinder engine (6.6L).
- Series 7-cylinder engine (7.1L).

#### Suspension
- Series 4-cylinder engine (4.5L).
- Series 6-cylinder engine (6.6L).
- Series 7-cylinder engine (7.1L).

#### Dimensions/Weights
- Series 4-cylinder engine (4.5L).
- Series 6-cylinder engine (6.6L).
- Series 7-cylinder engine (7.1L).

#### Warranties - ALL MODELS
- 5-year/10,000 mile new vehicle limited warranty.
- 6-year/unlimited mileage corrosion perforation limited warranty.

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### DEFENDER 90

#### Launch/Colors
- A larger boxed-out side-badge feature.
- Welded side frame body panels.
- Aluminum alloy side body panels.

#### Engine
- OHV 4-cylinder engine (4.5L).
- Series 6-cylinder engine (6.6L).
- Series 7-cylinder engine (7.1L).

#### Performance
- Series 4-cylinder engine (4.5L).
- Series 6-cylinder engine (6.6L).
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Details and specifications are subject to change due to changes in local conditions and regulations. Not all models of Land Rover products are available in every market. Consult your dealer for details on available options. Specifications on Canadian models may vary. Land Rover Road Discovery® is a registered service mark of Land Rover North America Inc. Copyright 1984, Land Rover North America Inc.
Upon first entering a Land Rover Retailer, you might note a casual atmosphere quite apart from ordinary dealerships. And many of our retailers are known as Land Rover Centres. These stores reflect the Land Rover philosophy and lifestyle in even more detail, with displays of "Land Rover Gear" and adventure artifacts. In addition, most Centres feature elaborate off-road test tracks on-site to demonstrate the amazing capabilities of Land Rover vehicles. Land Rover ownership means more than the thrill of owning a highly capable vehicle. In many ways, your purchase or lease of a Land Rover vehicle is your entrance into an exclusive club. From specialty clothing to adventure vacations, Land Rover ownership both accentuates and expands your lifestyle. The care Land Rover takes in manufacturing and delivering each vehicle reflects a continuing commitment that extends far beyond the showroom. Owners have the peace of mind that comes with a comprehensive limited warranty that stretches for 3 years/42,000 miles (70,000 km), and a limited corrosion perforation warranty of 6 years/unlimited mileage. In addition, every new Land Rover comes with 24-hour-per-day, 365 day-per-year Land Rover Road Recovery service to attend to the unforeseen. Should you run out of fuel, get a flat tire or in the unlikely event of a breakdown, a hotline call will dispatch a service vehicle to fix the problem on the spot or take you to the nearest authorized retailer or repair facility.
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http://www.LandRover.com

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