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 satisfactorily proved in the rough and tumble of active service.
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?
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.
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.
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 heavy loads 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 galvanized 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
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.
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.”