

1948
Land - Rover

**Twenty-five years
of World-Wide achievement**

1973
Land - Rover

25 YEARS OF WORLD-WIDE ACHIEVEMENT

Land-Rovers have become such an accepted part of life in so many countries of the world that it is difficult to imagine how we ever managed without them. It is fairly certain that many backward territories would not have reached their present stage of development but for the pioneering work achieved with the aid of these tough 4-wheel drive vehicles and the 'impossible' tasks they were able to accomplish. Apparently insurmountable problems were suddenly solved, impassable obstacles overcome and inaccessible areas opened up.

The legend of the Land-Rover began in 1948 at the Solihull factory of The Rover Company. Here, the technical know-how and engineering skill that had been built up over many years in the manufacture of high-quality motor cars, was applied to the production of an all-purpose, go-anywhere vehicle. Although designed primarily for world-wide agricultural use, this new motorised maid-of-all-work proved so versatile that in a very short time it was being called upon to do a great many other jobs in both civilian and military roles, jobs its designers had never even thought of.

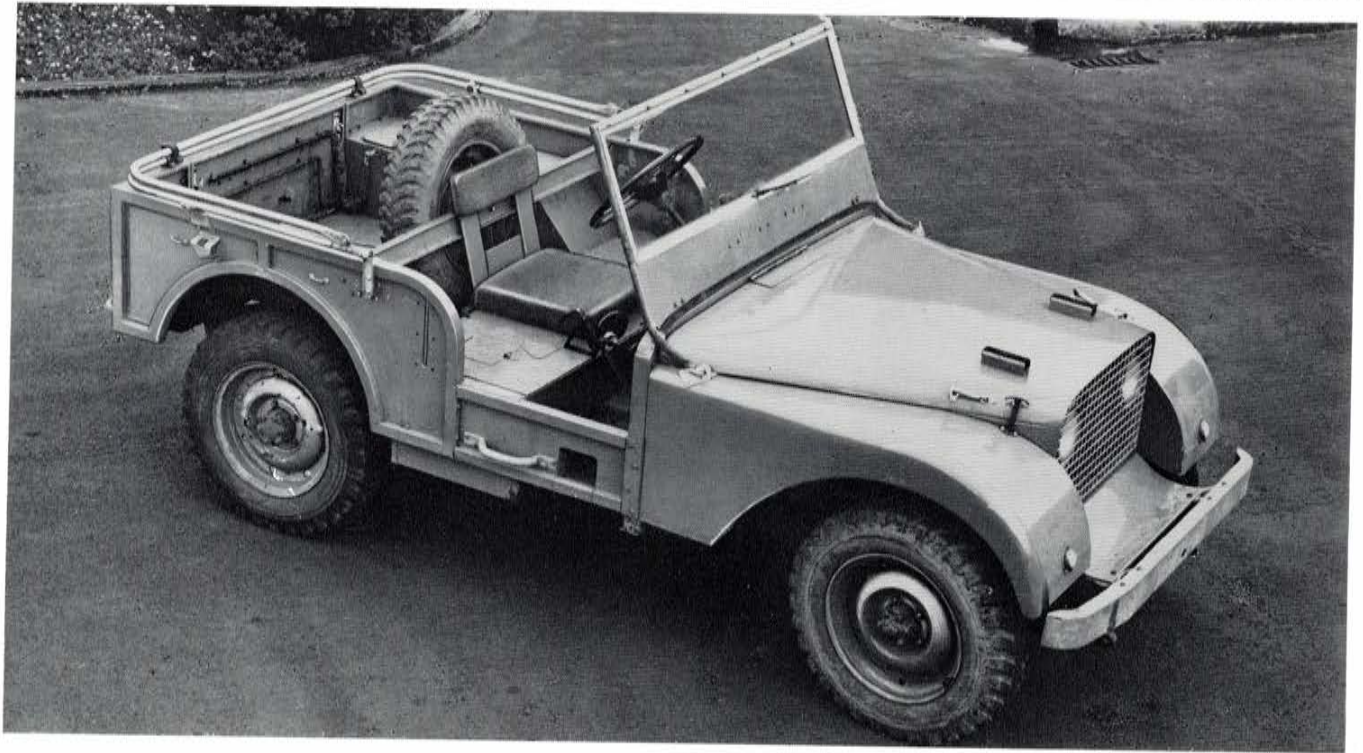
Over the years a programme of continuous development has been carried out to improve the breed and meet the ever-increasing demands being made upon the Land-Rover. Yet the Land-Rover of 1973 bears more than a passing resemblance to the early models of 1948—a testimony, if one were needed, to the rightness of the original concept.

Today, every Land-Rover is virtually tailor-made for its future owner and for the particular work it will have to do. The choice of engines, chassis, body styles, optional equipment, specialised appliances and coachbuilding possibilities is so great that five years' production could take place before any one specification would have to be duplicated.

The originators of the Land-Rover are no longer with us but their ubiquitous brain-child continues its uninhibited way into numberless fields of operation in every sector of the globe. This souvenir booklet is a small

tribute to twenty-five years of achievement by what has justly become known as 'The World's Most Versatile Vehicle'.





(Above)

Prototype Land-Rovers were to be seen towards the end of 1947. This particular model was one of the original development vehicles and had a central steering column.

The prototypes were subjected to exhaustive field trials around the company's factory grounds at Solihull. Most of their activities were of an agricultural nature involving a good deal of towing and testing of the vehicle's power take-off facilities.



(Right)

One of the first 107 in. long wheelbase models, introduced in 1954. The photograph shows the basic model with cab and canvas tilt.



(Left)

The late Sir Winston Churchill with his 86 in. wheelbase Series I Land-Rover at Chartwell in 1954. The photograph was taken a few days after his 80th birthday when he was still Prime Minister of England.

(Below left)

The basic Series I 86 in. short wheelbase model of 1954.

(Below right)

The Series I 88 in. wheelbase Land-Rover which superseded the 86 in. model in 1956. A year later the first Rover diesel engine was offered as an alternative to the petrol engine.

(Bottom left)

An early 86 in. wheelbase Station Wagon.

(Bottom right)

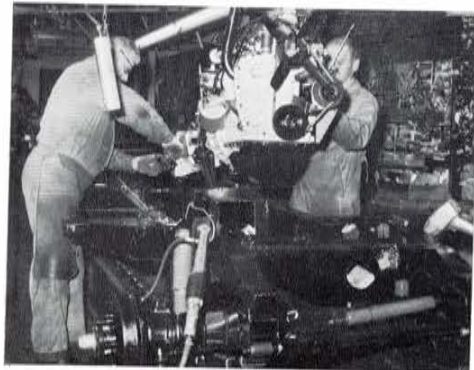
A 1963 109 in. long wheelbase Series II model.





(Below)

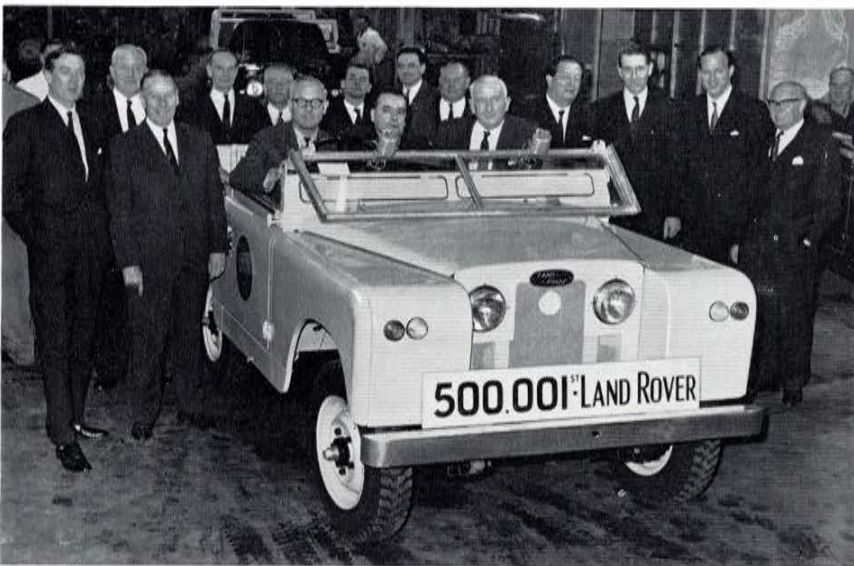
Continual research into manufacturing methods and assembly techniques is essential if the dependability of the Land-Rover is to be maintained.





(Left)

The first production Land-Rover celebrated its 21st birthday at a 'Rover Week' display in 1969. It is now kept and regularly maintained at the Rover's Solihull factory.



Shortly after production began at Solihull in 1948, orders were soon pouring in from both home and overseas markets. Demand was such that initial production schedules were quickly stepped up and, today, more than 50,000 vehicles are produced each year.

The photographs shown here depict some of the most memorable stages in the Land-Rover's production history.

50,000—a WD model

250,000 in Nov. 1959

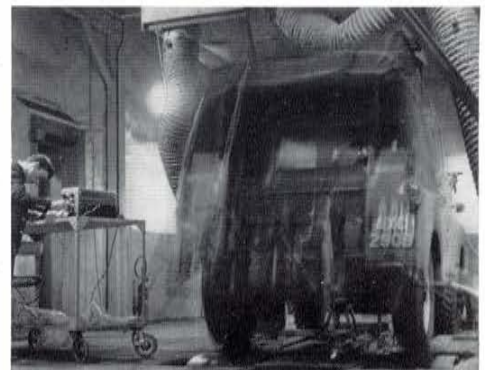
500,001 in Apr. 1966 with main board of company directors

750,000 in June 1971



(Below)

A Land-Rover under vibration test.







The Series III Land-Rover was introduced in October 1971 and is outwardly identified by a re-styled grille and motif. Specification changes included a re-designed safety fascia, an improved gear-box with synchromesh on all forward gears and numerous other detail improvements.

(Left)

109 in. wheelbase hardtop model in use with a drainage authority.

(Below)

88 in. wheelbase Regular.

(Left)

109 in. wheelbase 1-Ton model with increased payload capacity.

(Below, far left)

88 in. wheelbase pick-up model.

(Below left)

88 in. wheelbase 7 seat and 109 in. 12 seat Station Wagons.

(Below)

The 109 in. wheelbase Forward Control Land-Rover introduced in 1962. This was replaced four years later by a 110 in. wheelbase model which had improved suspension and braking and the option of a more powerful 2.6 litre petrol engine.



IN WHICH THEY SERVE

(Below)

A Shorland armoured car based on the 109 in. military Land-Rover chassis. This particular model is equipped with rotating turret and a Browning .30 in. gun.

(Bottom)

A Land-Rover command reconnaissance vehicle leads a convoy during operations in Cyprus.





(Above)

The half-ton Land-Rover being 'dropped' from an R.A.F. transport aircraft. Special air bags below the vehicle absorb the impact on reaching the ground.

(Left)

A demonstration of the half-ton Land-Rover's heli-portability at the Rover military vehicles demonstration in 1966.



(Left)

An Army 4 stretcher ambulance based on the 109 in. wheelbase model.



(Left)
A military version of the now obsolete Land-Rover Forward Control vehicle with a powered-axle trailer.



(Above)
A British Army patrol vehicle in the Middle East.

(Right)
A 109 in. Land-Rover towing a 105 mm Pack Howitzer in jungle operations.



(Bottom right)
A 109 in. Land-Rover, fitted with Wombat 120 mm recoilless anti-tank gun takes part in field exercises.

(Below)
This 109 in. Land-Rover airfield crash rescue tender is in service with the R.A.F.



(Right)

The military half-ton Land-Rover was developed in conjunction with the F.V.R.D.E. to meet the special requirements of the British Army and Royal Marines. It can be easily reduced in weight for transportation by aircraft or helicopter. Similar versions of this model are in use with military or para-military forces in some 140 overseas territories.



(Right)

The $\frac{3}{4}$ -ton 109 in. wheelbase Land-Rover is the standard vehicle in its load class in all British Services and many other armed forces throughout the world. Vehicles of this type can be adapted for use as personnel and load carriers; 105 m.m. gun/tractor; Wombat; mortar and machine gun carriers; command, control and reconnaissance vehicles; 2 and 4 stretcher ambulances; airfield crash tenders and many other roles.



(Right)

Announced at the 1972 Commercial Motor Show, the 101 in. Forward Control Land-Rover has a payload capacity of 1 ton with the added capacity of towing a $1\frac{1}{2}$ ton powered-axle trailer. Its powerful V8 engine is a military version of the light-weight Rover 3.5 litre unit.



(Right)

Versatility plus! A diesel-engined Land-Rover fitted with special flange wheels, tows a railway train loaded with new vehicles during a demonstration to mark the announcement of Series IIA models in 1961.



(Below)

A prototype developed for use in forests by 'The Roadless Traction' company.

SOME SPECIALISED LAND-ROVERS

(Below, top right)

A Land-Rover used by Penfold for assessing the quality of golf balls. The unit at the rear was driven by the vehicle's rear power take-off and hurled golf balls at speed for simulation tests.

(Below, bottom right)

A Land-Rover equipped with an angled snow blade. The blade can be angled to right or left and is easily removed when not required.

(Below left)

An interesting 'hovercraft' conversion which was designed to ease the weight of the vehicle when operating on seed beds.

(Below, bottom left)

This unusual 'tracked' Land-Rover conversion by 'Cuthbertson' was designed for high mobility use, including operations with a British Army bomb disposal unit.





(Left)

An attractive Army Fire Service tender built on the Land-Rover 110 in. Forward Control chassis.

(Below)

Land-Rovers have been extensively employed for many years with police forces throughout the world. This photograph shows a Series III model in active service with a motorway patrol unit.



(Left)

Numerous fire tenders have been based on the Land-Rover and are usually equipped with in-built fire pumps for water, foam, CO₂ and vaporising liquids. These light and compact appliances are ideal for municipal, industrial and air-field use.



(Above)

The Forward Control 110 in. wheelbase Land-Rover equipped with a hydraulically-operated soil sampling rig, developed for the Road Research Laboratories.

(Left)

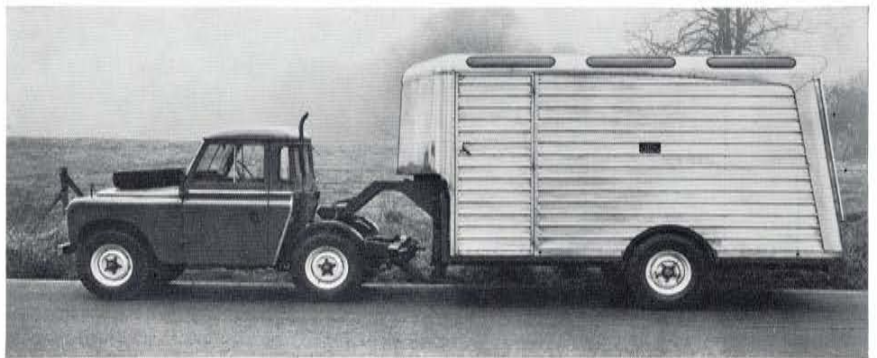
A Land-Rover in use in the Mufulira mine, in the African copperbelt.





(Above)

This fibre-glass mini-bus prototype was produced on the Land-Rover long wheelbase chassis by Mulliners but was never marketed.



(Right)

An 88 in. wheelbase Land-Rover adapted for an articulation role—equally at home on or off the road.

(Right)

A Simon elevating hydraulic platform mounted on a basic 109 in. wheelbase Series III Land-Rover. All movements are operated through simple controls in the working cage.



(Below)

An Eagle refuse-disposal unit mounted on the Land-Rover 109 in. wheelbase chassis. Tipping gear is hand-operated and the tailgate pivots to allow discharge.





(Above left)

Land-Rovers were used extensively as tender vehicles during the late Donald Campbell's land speed record attempts with 'Bluebird' at the Utah Salt Flats in 1960.

(Above right)

Six-wheel drive adds to the cross-country mobility of this long wheelbase Land-Rover which was built for expedition work.



(Left)

An aircraft baggage loader, with front hydraulic elevating strut. The continuous carrier belt is driven from the vehicle's centre power take-off point.

(Below)

This front wheel drive Forward Control Land-Rover was specially developed to transport the Rover/BRM gas turbine car to Le Mans in 1965. The rear end of the transporter could be lowered on hydraulic struts to allow the racing car to be driven on.





(Left)

A Martin Walter 'Dormobile' conversion on the Station Wagon model with elevating roof. The interior contains beds for four, forward facing seats for five or occasionally six, washbasin, cooker, wardrobe, table and storage lockers.



(Left)

One of many ambulance conversions carried out by Herbert Lomas on the long wheelbase Land-Rovers.

(Below)

A factory conversion on the Series II 88 in. wheelbase model for use by H.M. the Queen during her visit to Canada in 1959. Land-Rovers are used frequently by members of the Royal Household for both private estate work and public functions.





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