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THE FREE ON-LINE MAGAZINE FOR LAND ROVER NEWS



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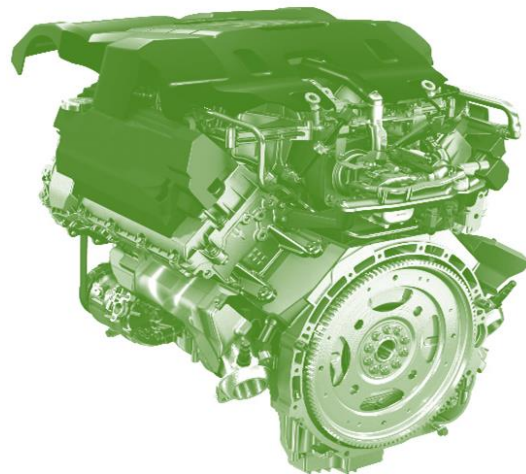
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EDITORIAL

Hi and welcome to our stuffed full, sixth issue of landynews.online

The front and rear cover's both show a 2022 model year Defender V8 90 as seen in issue 5. Great photos, we think you'll agree? Page 22 has the opening of The Great British Car Journey at Ambergate in Derbyshire, they have cars you can drive! Decals of the magazine logo are available from our website (40mm x470mm) in the copper colour only at £6 a pair with free postage. Go to <http://landynews.online> and open the extras page.

Please pass the web site address on to your friends and family and ask them to follow us on Facebook. Also please help WOMAC where you can. Many thanks for your support to date.

"The Team"

LAND ROVER DEFENDER CROWNED SUPREME WINNER WOMEN'S WORLD CAR OF THE YEAR



- **Seal of approval:** New Land Rover Defender named Supreme Winner Women's World Car of the Year 2021 and Best Medium SUV 2021 as unstoppable all-terrain 4x4 celebrates International Woman's Day in style
- **Breadth of capability:** Judges commend Defender's distinctive design, all-conquering off-road capability, excellent on-road dynamics and 21st century practicality and connectivity
- **Customer appeal:** Defender line-up provides incredible choice, including 90 and 110 body designs, commercial Hard Top models and powertrains ranging from an efficient plug-in hybrid to a new V8
- **Serial success:** Defender has now won over 50 international awards since launch, with Land Rover experiencing unprecedented demand for the 110 and 90
- **Choose your model:** 90 Hard Top priced from £35,360 OTR (ex. VAT), 90 from £44,825 and 110 starting at £46,215 in the UK. Configure yours at www.landrover.com/Defender

The Land Rover Defender has been named Supreme Winner Women's World Car of the Year 2021. The triumph is the first time a Land Rover has won the top prize at the awards and is the latest in a series of international honours for the most capable Land Rover ever made.

Defender remains true to the pioneering spirit that has been a Land Rover hallmark for over 70 years and redefines adventure for the 21st century. Iconic in name, shape and capability, it is available in a choice of body designs and can be personalised with a choice of four Accessory Packs to help owners make more of their world.

The Women's World Car of the Year (WWCOTY) awards are the only car awards in the world with a jury comprised exclusively of woman, with 50 motoring journalists from 38 countries on five continents recognising the best new models available. New Defender was named Best Medium SUV 2021 at the awards before being awarded – to coincide with International Women's Day – the headline WWCOTY prize.

Nick Collins, Executive Director, Vehicle Programmes, Jaguar Land Rover

said: *"This is a huge honour for the whole team and a reward for the hard work that has gone into creating such a capable vehicle. Defender has won more than 50 international awards already, which tells us that our original vision for a 21st century Defender was the right one. New Defender combines an unmistakable silhouette with state-of-the-art technology in a design that respects its heritage and delivers authentic Land Rover capability. The result is a family of 4x4s that lives up to the Defender name with durable commercial derivatives, an efficient plug-in hybrid powertrain and our potent new Defender V8."*

Marta García, Executive President Women's World Car of the Year said:

"The legend has been updated. The Land Rover Defender is no longer just a SUV to cross the Amazon or go into the desert. Its latest reinvention invites you to travel by road in the same comfort as a luxury saloon. For this reason, and for its technology and comfort it has been chosen as the Best Car of the Year by the Women's World Car of the Year."

The stripped-back personality of the original Defender has been embraced inside, with the emphasis on simplicity and practicality. Defender 110 offers five, six or 5+2 seating configurations, while the 90 is capable of accommodating six occupants in a vehicle the length of a compact family hatchback.

Defender's breadth of capability raises the threshold for off-road ruggedness and on-road comfort. Underpinned by Land Rover's strong D7x aluminium platform – the brand's stiffest ever body structure – advanced all-terrain technologies and state-of-the-art powertrains deliver unstoppable capability. Its carefully honed handling delivers a rewarding drive and first-class long-haul comfort across all terrains, and the experts at Euro NCAP have given Defender a maximum five-star safety rating.

A choice of advanced Ingenium petrol and cleaner diesel engines ensure Defender has the power, control and efficiency for any environment, while a Plug-in Hybrid Electric Vehicle (PHEV) powertrain provides silent EV-only progress of up to 27 miles*. In addition, a powerful supercharged petrol V8 new levels of performance and driver engagement to the Defender family.

State-of-the art technology ensures Defender delivers 21st century connectivity. Its next-generation Electrical Vehicle Architecture (EVA2) works in conjunction with Software Over the Air (SOTA) to ensure Defender is always connected and always up to date. Intuitive Pivi Pro infotainment features a simple menu structure and allows the most commonly used functions to be accessed directly from the home screen, while the easily customised layouts require 50 per cent fewer inputs than before.

The Defender family now encompasses the Defender 90 and Defender 110, as well as the 90 and 110 Hard Top commercial variants, while the new 525PS Defender V8 combines characteristic Land Rover capability with incredible performance and bespoke chassis settings for heightened driver engagement.

Since its launch, Defender has won more than 50 global accolades, including Top Gear's 2020 Car of the Year, Motortrend's 2021 SUV of the year and Autocar's Best SUV 2020.

**All fuel consumption and CO2 data quoted above relates to Official EU-WLTP TEL Combined Test Figures for five-seat derivatives. The figures provided are as a result of official manufacturer's tests in accordance with EU legislation. For comparison purposes only. Real world figures may differ. CO2 and fuel economy figures may vary according to factors such as driving styles, environmental conditions, load and accessories.*

The awards just keep coming!

LAND ROVER DEFENDER CROWNED 2021 WORLD CAR DESIGN OF THE YEAR



WINNER

2021 WORLD CAR AWARDS

WORLD CAR DESIGN OF THE YEAR



- **Design prize:** New Land Rover Defender named 2021 World Car Design of the Year as unstoppable all-terrain model beats shortlisted rivals to win coveted award
- **Breadth of capability:** Judges commend Defender's distinctive design, all-conquering off-road capability, excellent on-road dynamics and 21st century practicality and connectivity
- **Customer appeal:** Line-up provides incredible choice, including 90 and 110 body designs, commercial Hard Top derivatives and powertrains ranging from a plug-in hybrid to a new V8
- **Serial success:** Latest prize means Defender has now won 53 international awards since launch, with Land Rover experiencing unprecedented demand for the 90 and 110
- **Choose your model:** 90 Hard Top priced from £35,360 OTR (ex. VAT), 90 from £44,825 and 110 starting at £46,215 in the UK. Configure yours at www.landover.co.uk/Defender

April 2021 – The Land Rover Defender has been named 2021 World Car Design of the Year at the annual World Car Awards. It's the third time Land Rover has claimed the coveted prize following previous wins for Range Rover Velar (2018) and Range Rover Evoque (2012) and is the latest in a number of global awards for the rugged 4x4.

New Defender remains true to the pioneering spirit that has been a Land Rover hallmark for more than 70 years and redefines adventure for the 21st century. Iconic in name, shape and capability, it is available in a choice of body designs and can be personalised with a choice of four Accessory Packs to help owners make more of their world.

The World Car Design of the Year prize recognises the most outstanding new car of the last 12 months and rewards vehicles demonstrating the highest standards of technical innovation and design and that push established boundaries.

Prof. Gerry McGovern OBE, Chief Creative Officer, Jaguar Land Rover, said: *“New Defender is influenced by its past but is not constrained by it and we are delighted it has been honoured with this award. Our vision was to create a 21st century Defender by pushing the boundaries of engineering, technology and design while retaining its renowned DNA and off-road capability. The result is a compelling 4x4 that resonates with customers on an emotional level.”*

This year, all the contenders competing in the other four award categories were eligible for the World Car Design of the Year prize. A panel of seven automotive design experts reviewed the contenders to establish a shortlist of recommendations for the jurors’ final vote, made by the 93 international journalists that comprise the jury panel.

The design experts included Gernot Bracht (Germany – Pforzheim Design School), Ian Callum (United Kingdom – Director of Design, CALLUM), Gert Hildebrand (Germany – Owner Hildebrand-Design), Patrick le Quément (France – Designer and President of the Strategy Committee – The Sustainable Design School), Tom Matano (USA – Academy of Art University, Former Head of Design – Mazda), Victor Nacif (USA – Chief Creative Officer, Brojure.com and Design instructor, New School of Architecture and Design) and Shiro Nakamura (Japan – CEO, Shiro Nakamura Design Associates Inc.).

A distinctive silhouette makes the New Defender instantly recognisable, with minimal front and rear overhangs providing excellent approach and departure angles. Land Rover’s designers re-envisioned familiar Defender trademarks, giving the 4x4 a purposeful upright stance and Alpine light windows in the roof, while retaining the side-hinged rear tailgate and externally-mounted spare wheel that make the original so identifiable.

The stripped-back personality of the original Defender has been embraced inside, where structural elements and fixings usually hidden from view have been exposed, with the emphasis on simplicity and practicality. Defender 110 offers five, six or 5+2 seating configurations, while the 90 is capable of accommodating six occupants in a vehicle the length of a compact family hatchback.

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Jaguar Land Rover, support around 260,000 people through our retailer network, suppliers and local businesses. At heart we are a British company, with two major design and engineering sites, three vehicle manufacturing facilities, an Engine Manufacturing Centre and soon to be opened Battery Assembly Centre. We also have vehicle plants in China, Brazil, India, Austria and Slovakia. We have seven technology hubs. In the UK these are based in Manchester, Warwick (NAIC) and London. Globally these are located in Shannon, Ireland, Portland, USA, Budapest, Hungary and Changshu, China.

CLASSIC ADVERTS, A Discovery at Eastnor Castle



ROVER GROUP



LAND ROVER DISCOVERY OFF-ROAD AT EASTNOR CASTLE

RGS/0197/814

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OLD NEWS FROM 2018

LAND ROVER CELEBRATES 70 YEARS: FROM STOP GAP TO WORLD'S FAVOURITE 4X4

- Global online broadcast to mark 70th anniversary of original Land Rover's unveiling on 30th April 1948
- Special Broadcast tells story of how Land Rover was created as a stop gap vehicle after World War II and went on to become the world's favourite 4x4 with over 7 million sales
- See some of the greatest Land Rovers and hear the people who make and drive them
- Watch the broadcast at 20:00 BST on Monday 30 April: <https://www.youtube.com/user/landrover>

Whitley, UK, 30 April 2018 – Land Rover will mark its 70th anniversary with a global broadcast celebrating the world's favourite 4x4s and the people who love them.

Starring the cars and the people who make and drive them, the online programme will pay tribute to seven decades of adventure, humanitarian aid and hard work across classes and cultures around the world.

The broadcast is at 20:00 BST on Monday 30 April – 70 years to the day since the first Land Rover made its debut at the Amsterdam Motor Show. It will tell how Land Rover began as a utility model at the end of the Second World War and grew to become the world's favourite 4x4, with more than 7 million sold.

Viewers can expect great models from the past as well as inspirational people behind the legend and a look to the future, with a level of insight only available direct from the factory.

Prof Dr Ralf Speth, Jaguar Land Rover CEO, said: "Land Rover was born with the launch of a single vehicle. Today our family of SUVs is testament to the pioneering spirit of innovation that has characterised Land Rover for seven decades. Our family of Defender, Discovery and Range Rover models provides unrivalled capability, versatility and luxury, giving us the perfect foundation for another 70 years of success.

"Land Rover is so much more than just the most capable all-terrain vehicles. It connects people through a passion for adventure and making more of our world. From our employees to customers and enthusiasts, this is the family that makes Land Rover special."

A vehicle line-up including HUE: the first prototype Land Rover, the original two-door Range Rover and the seven-seater Discovery, as well as expedition-proven models from across the decades, will share the stage at the Land Rover Classic Works in Coventry. The current range, including the sector-defining Range Rover Evoque and Velar SUVs, will also be on screen as Land Rover celebrates its lifelong status as a favourite among celebrities, politicians and royalty.

The year of 70th celebrations has already begun and one of the vehicles from the start of the story will star in the show. In January, Land Rover revealed plans to sympathetically renovate the world's most historically significant unrestored model – one of three pre-production cars from the original Amsterdam motor show launch on 30th April 1948.

Now in the hands of the experts at Land Rover Classic, it will take the stage alongside its closest modern relative – the exclusive 405PS Defender Works V8 revealed earlier this year. Only 150 of the powerful 70th edition models will be produced and each of the specially engineered V8 derivatives will be built under the same roof, by Land Rover Classic's team of expert engineers.

Since 1948 Land Rover has been manufacturing authentic 4x4s that represent true 'breadth of capability' across the model range. Defender, Discovery, Discovery Sport, Range Rover, Range Rover Sport, Range Rover Velar and Range Rover Evoque each define the world's SUV sectors, with 80 per cent of this model range exported to over 100 countries.

70 YEARS OF LAND ROVER THE TIMELINE

- 1948** Land Rover Series I launched at the Amsterdam Motor Show
- 1953** Long Wheelbase version of the Series I is introduced
- 1956** Oxford and Cambridge teams complete on London to Singapore expedition in Series I
- 1958** Land Rover Series II unveiled with more refined design
- 1970** Original two-door Range Rover (the Classic) goes on sale
- 1971** Land Rover Series III launched
- 1972** Range Rover crosses Darien Gap on 18,000-mile Trans-America expedition
- 1976** 1,000,000th Land Rover built
- 1979** A Range Rover wins the inaugural Paris-Dakar rally (and again in 1981)
- 1981** Land Rover begins legendary partnership with Camel Trophy
- 1981** Four-door Range Rover released
- 1989** Land Rover Discovery, the third Land Rover model, goes on sale
- 1990** Original 'Landie' relaunched and renamed Defender
- 1994** Second generation Range Rover launched
- 1997** All-new Freelander is unveiled with innovative new technology: Hill Descent Control
- 2001** Third-generation Range Rover with all-round independent air suspension revealed
- 2003** Inaugural G4 challenge sees 16 teams traverse USA, South Africa and Australia
- 2004** Range Stormer Concept previews performance Range Rover and three-door body
- 2004** Discovery 3/LR3, the third-generation Discovery, launched at New York Motor Show
- 2005** All-new Range Rover Sport unveiled
- 2006** Freelander 2/LR2 launched. The first Land Rover to be manufactured at Halewood
- 2008** LRX concept car previews design language of a new luxury compact SUV
- 2009** Fourth generation of the Land Rover Discovery introduced
- 2010** Range Rover Evoque, the world's first luxury compact SUV, makes global debut
- 2012** Fourth-generation Range Rover introduced – the first all-aluminium SUV
- 2013** New generation of Range Rover Sport unveiled at New York Motor Show
- 2014** Special Vehicle Operations (SVO) division is officially launched
- 2014** Range Rover Sport SVR debuts, the fastest, most agile, most powerful Land Rover
- 2014** Discovery Vision Concept previews design vision for new family of Discovery vehicles
- 2014** Launch of Discovery Sport, a new premium compact SUV with 5+2 seating
- 2015** Trio of end-of-line Defender editions revealed with biggest sand drawing in UK
- 2015** Exclusive Range Rover SVAutobiography long wheelbase launched in New York
- 2015** Evoque Convertible becomes world's first luxury compact SUV convertible
- 2015** One-of-a-kind Land Rover 'Defender 2,000,000' sells for £400,000 at charity auction
- 2016** Last Defender rolls off the production line
- 2016** All-new Discovery with world-first remote Intelligent Seat Fold technology launched
- 2017** Land Rover launches the fourth Range Rover, the Velar
- 2018** Limited Edition Range Rover SV Coupé debuts at Geneva Motor Show



National Motor Museum Trust Reference Library celebrates 60th anniversary

The [National Motor Museum Trust](#) celebrated 60 years of its Reference Library with an online commemoration on the 28th April, giving motoring enthusiasts a fascinating insight into one of Europe's largest publicly accessible motor heritage libraries.

Marking six decades since the library was opened in 1961, a selection of films will be available to watch on the National Motor Museum Trust [YouTube channel](#), taking viewers behind the scenes of the library, which contains over 300,000 items, and revealing its remarkable history. This vast collection spans from the beginning of the automobile era in the 1880s right up to the present day.



The Reference Library curators, Carina Taylor and Lindsay Whitaker-Guest, are looking forward to commemorating this invaluable resource. Lindsay said: "The 60th anniversary is definitely a proud moment for us as it shows how far the collection has come over the years". Carina said: "Thanks to the expert knowledge of all its librarians, staff and volunteers, past and present, the service has become the place for information and advice whether you are a vehicle restorer, academic researcher or finding more about your family history".

The Reference Library, or National Road Transport Library as it was originally called, was officially opened on 28th April 1961 by the late Edward, 3rd Baron Montagu of Beaulieu, who recognised the importance of providing a motoring library and archive service for historians, researchers and members of the public.

From its unlikely location in the kitchens of Palace House, the Montagu family home, the library expanded quickly, relocating to larger premises at Beaulieu's John Montagu Building in 1972, then to its current location in the National Motor Museum Trust's Collection Centre in 1989. Today, it occupies five rooms over two floors.

The Reference Library tells the story of motoring in Britain and abroad. The service provides access to a wealth of research material including rare and out of print publications on everything from cars and motorcycles to commercial vehicles. The collection of 300,000 items includes 14,000 books, 7,000 bound volumes of periodicals, 100,000 loose periodicals, 70,000 sales literature items, around 25,000 handbooks, 7,000 workshop manuals and over 9,000 event programmes and show guides. The collection continues to grow with over 2,000 historical and contemporary items added each year.

Highlights include early motor journals *The Car Illustrated* and *Coach Builders Art Journal*, early French motor journals, a rich collection of vehicles sales literature and brochures dating back to the 1880s, technical material and almost complete runs of *The Autocar* and *The Motor*.

Normally the library's collections can be accessed by making an appointment in advance through the Motoring Research Service. Each appointment and visit is led by Patrick Collins, the Research and Enquiries Officer, who brings extensive knowledge and expertise of the collection and motoring history. Like many places the library has had to close its doors due to the national lockdown restrictions.

Despite this, the service still receives many enquiries from researchers keen to continue their work. Once Government guidelines allow and it is safe to do so, the library hopes to reopen with new Covid-secure procedures and welcome back visitors again. This will become another great moment in the library's long and wonderful history.



*The opening party Beaulieu's
Palace House in 1961*

Credit-National Motor Museum Trust

Pandemic exposes underlying hardships faced by working drivers



A new study by IAM RoadSmart, the UK's largest independent road safety charity, has exposed the underlying hardships faced by working drivers that were already prevalent before the pandemic and are now likely to worsen.

The newly-released whitepaper paints a worrying picture for workers who drive for a living. Delivery drivers, taxi and private hire drivers, the gig-economy and even company car drivers face constant pressure to keep up with demand and this, along with resultant fatigue, has a negative impact on their mental and physical health.

The paper also highlights the effect of weak employer strategies, lack of policies and prosecution for health and safety lapses, together with the ever-present strain from doubts over the economy, job security, redundancy and reduction in pay due to furlough.

IAM RoadSmart is therefore calling for urgent changes to be made to support working drivers through a raft of solutions such as driver training, policies, advice and procedures.

These include education and guidance on avoiding driver fatigue and an evaluation of policies and procedures such as the length of the driving day and shifts.

Tony Greenidge, chief executive officer at IAM RoadSmart, said: "What COVID did was expose what in many cases was already there.

"Individuals involved in driving for work were already rushed and under pressure. Post-COVID they probably will be more so because there's more fear about job security and more pressure on employers to recover lost ground. But at least now we are discussing it."

IAM RoadSmart also believes further change needs to happen through increased prosecution of liable companies, especially SMEs, as one-third of road safety deaths are people driving for business, while there should also be a review on the resources available to drivers, such as motorway services and roadside facilities, as many drivers are deterred from stopping for essential rest due to prices.

Tony added: "People long for everything to go back to normal. The problem is, for many drivers normal wasn't such a good place.

"The facts cannot be ignored and now is the time for CEOs and leaders to act. COVID-19 has significantly impacted an area already under immense strain. Drivers' and riders' safety cannot continue to slip through the net unnoticed."



Business leaders or fleet managers can download a full copy of this report by visiting <https://www.iamroadsmart.com/business/whitepapers>

NEW RED CROSS AND LAND ROVER SHORT FILMS SHOW THE FUTURE OF EMERGENCY RESPONSE IS LOCAL



International Federation of Red Cross and Red Crescent Societies (IFRC) and Land Rover reveal mini-series of emergency response [films](#)

- **Four-part series, *On the Ground: Humanitarians in Action*, uses front-line footage captured on GoPro cameras by staff and volunteers**
- **New films demonstrate how local teams are the future of emergency response efforts**
- **Land Rover continues to support the IFRC by providing vehicles to reach communities around the world**
- **Films will premiere on Facebook Live alongside a panel discussion on the future of crisis response**

The International Federation of Red Cross and Red Crescent Societies (IFRC) and Land Rover will today premiere the first of a series of short films showing how local teams are the future of emergency response efforts.

The first-of-its-kind four-part series, [On the ground: Humanitarians in Action](#), uses GoPro cameras to capture Red Cross volunteers and local teams helping vulnerable communities around the world in a year of huge challenges. IFRC staff and volunteers used Land Rover vehicles to reach people on three continents – the latest example of a long-running humanitarian partnership.

Each film captures life-changing moments of humanity and crisis, from the streets of Italy, where homeless people are more vulnerable than ever, to the communities still rebuilding their lives after the devastating Australian bushfires in 2020. Local teams also teach life-saving skills to people in remote Mexican communities and support those hit hardest by coronavirus in the UK.

The IFRC's Facebook Live page hosts an exclusive premiere of the films, along with a panel discussion titled 'The future of crisis response is local: how communities stepped up to the pandemic'.

Coronavirus lockdowns, travel bans and other major disruption created a huge need for rapid, effective help. Local medical personnel, health workers and community volunteers all provided care, treatment and support. Recent findings from the IFRC include:

- Before the pandemic National Societies reached **1 in 79 people globally**. This is now **1 in 12**
- Almost 14 million local volunteers now support their national Red Cross or Red Crescent society, with hundreds of thousands joining since the start of the pandemic
- 79.5 million people received food and benefited from water and sanitation programmes and other support
- 9.7 million people were tested for Covid-19 and 4 million people in isolation received support
- Red Cross and Red Crescent Society volunteers and staff vaccinated nearly 100,000 people in remote and hard-to-reach places
- Land Rover has enabled the Red Cross to reach isolated and vulnerable communities, with 267 vehicles loaned to national societies
- These vehicles have covered over 500,000 miles (804,672km) to reach people in crisis to help them respond and recover
- Over 12 months Land Rover has supported 13 UK and international emergency responses through the British Red Cross's Disaster Relief Alliance

Nena Stoilkovic, IFRC Under Secretary General for Global Relations, Humanitarian Diplomacy and Digitalization, said: *"We have seen during this year, like no other, that the future of emergency response is local. Communities have gone above and beyond to support each other and their most vulnerable people."*

"However, the capacity to respond locally varies vastly by country and area. International organisations like ours need to work with local communities leveraging our National Societies and put their expertise and resources towards strengthening local capacity and addressing inequality."

Land Rover and the IFRC network have worked together for more than 66 years in one of the world's longest-standing corporate/humanitarian relationships. Throughout this time, Land Rover has facilitated the IFRC's life-saving work through funding, vehicles and expertise.

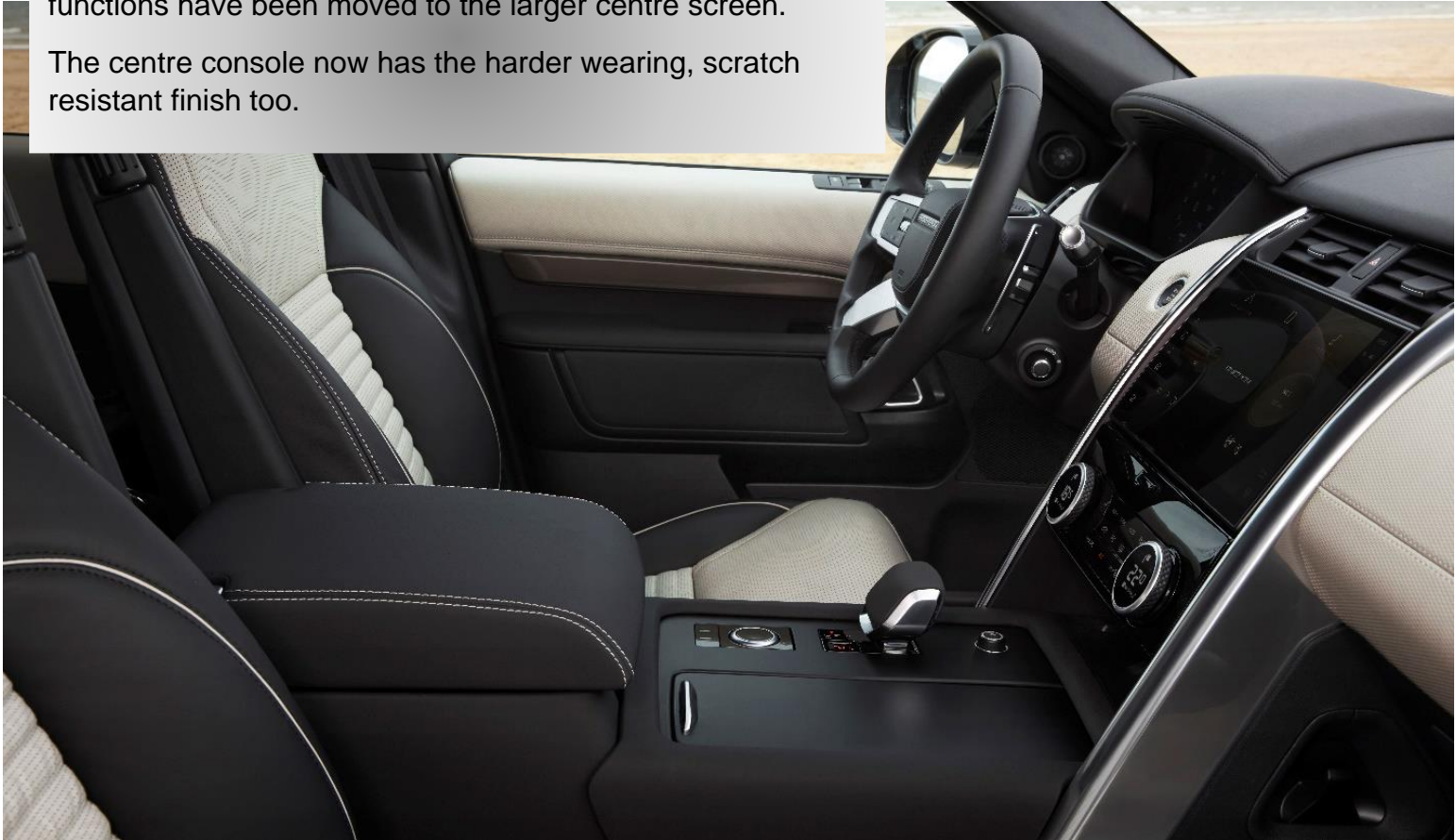


Finbar McFall, Land Rover Brand Director, said: *"This last year has been exceptionally challenging for people all over the world and Land Rover is prouder than ever to work with the International Federation of Red Cross and Red Crescent Societies."*

"These films capture the commitment of the IFRC's staff and volunteers and the vital importance of going above and beyond to support people at a local level."

This year's Discovery cabin. Note the minimalist look, more functions have been moved to the larger centre screen.

The centre console now has the harder wearing, scratch resistant finish too.



THE DISCOVERY COUNTRY PURSUITS CONCEPT

Have you ever seen one?

Back in December 2017 Jaguar Land Rover SVO unveiled a unique concept version of the Land Rover Discovery, tailored to the needs of the UK's 600,000 estates managers and country pursuit's community.

Based on a UK-specification 3.0-litre TD6 Discovery HSE Luxury, with Aintree Green paint, Grey contrast roof, and Ebony leather trim, the concept vehicle features an Ebony veneered cabinet for safe transportation of up to four sleeved guns, with two Ebony leather-lined drawers for ammunition and accessories in place of the third-row seating.



A full-height Land Rover Gear Genuine Accessories Luggage Divider with Loadspace Partition, which is available for purchase on all Discovery vehicles, creates a secure area for two dogs and hanging clothing or game. Visit Land Rover Gear to find out more.

The country pursuits Discovery concept took advantage of the Discovery's legendary versatility with a 3.5-tonne towing capacity and capability to wade through water up to 900mm whatever the weather or terrain.

Mud-terrain 255/55R19 Goodyear Wrangler Duratrac tyres on 19-inch alloy wheels helped maximise grip across soft surfaces, while the Discovery's go-anywhere abilities are fully optimised with a class-leading suite of all-terrain technologies including Terrain Response 2.



The motor industry faces yet more disruption next year - and it's not electrification or another health crisis

DEALERS and car makers face yet more disruption next year as Google ends the practice of easily identifying potential customers through their internet browsing activity.

That's the warning from automotive content and ecommerce experts, Autovia, who believe that the motor retail industry has yet to wake up to the coming challenge. Many marketing departments and dealer promotion businesses use computer codes called cookies to help identify consumers who are in the market for a car, so that they can target them with advertising. But Google is changing the way it allows online personal tracking and ending the use of so called '3rd party cookies' on its platforms - one of the ways that the motor industry uses to provide potential buyers with offers and information.

However, experts at Autovia believe that the sector has so far been slow to recognise the change, which will impact all businesses from the beginning of next year, and is now urging dealers and manufacturers to begin creating alternative approaches to reach potential customers. Coming hot on the heels of the Covid-19 crisis, which has driven even more car-buying activity online, the reduction of 3rd party cookies in eight months time threatens to put smaller dealers in particular, who may not understand the change, at a significant disadvantage.

"We have been surprised at how little comment there has been in the automotive industry to date, considering that this is one of the biggest changes to hit the world of digital marketing for many years," said John Webb, Managing Director, Automotive Data, Demand Generation & Commercial Operations at Autovia. "These changes will present real challenges, in particular for those businesses who do not enjoy the kind of scale that enables them to build new digital tools and methods to engage with customers. The fact is that the option of attracting highly engaged car buyers directly will be made more challenging by Google's decision."

Autovia, which has a team dedicated full-time to filling the gap that will be left by the move away from 3rd party cookies, warns that many dealers and OEMs will find their ability to target individual internet users significantly impacted - and those who aren't investigating new strategies could find themselves left behind when the changes are implemented. Apple has also recently announced changes to the way companies and brands can target individuals through apps on their devices, adding to the movement for more transparency in digital marketing and building the urgency for businesses to find new ways to engage with buyers beyond their own websites

John Webb said: "I know how tough this challenge is because we are already working flat out on it - and we have the luxury of a large expert team dedicated to nothing else. But the lack of discussion around this change in the automotive industry suggests that many could be caught out and see a reduction in their marketing leads. Dealers, for example, should be asking their marketing partners and platforms how they plan to respond to the degradation of 3rd party cookies and what solutions they're putting in place to accommodate these changes. Key will be working with partners who have explicitly opted-in databases of in-market car buyers that they can target, rather than relying on the current 'follow-me' practices of re-targeting applied by many."

"There is little doubt that some manufacturers and biggest dealer groups will already be honing their future strategies to make the best of this new world, seeing the bonus of an opportunity to get ahead of less nimble competitors when the door closes on most 3rd party cookies. This aspect of the digital marketing landscape will only continue to become more challenging and those who have benefited from re-targeting 3rd party cookies must now start thinking about new ways of boosting the connections with their key audiences beyond their own websites."



NEW P300 HST BROADENS RANGE ROVER EVOQUE LINE-UP

New powerful P300 HST joins the recently launched Range Rover Evoque Autobiography

- **Sporty stealth:** Powerful Evoque HST features a Black Pack, Gloss Black Sliding Panoramic Roof and Gloss Black 20-inch alloys
- **New P300 HST Edition:** Exclusively powered by the 300hp 2.0-litre Ingenium petrol engine, the new Evoque P300 HST brings a purposeful new edge to Land Rover's compact luxury SUV
- **Electrifying efficiency:** Mild hybrid electric power delivers efficient and dynamic performance
- **Available to order:** New Range Rover Evoque HST is priced from £50,440 in the UK. Configure yours at www.landrover.co.uk

May 2021, Whitley, UK – The appeal of the Range Rover Evoque has been broadened even further with the launch of a new powerful Range Rover Evoque P300 HST.

The sporty new Range Rover Evoque P300 HST features enhanced technology with the latest Pivi infotainment and a purposeful new look to the compact member of the Range Rover family.

The Evoque P300 HST takes inspiration from the larger Range Rover Sport HST and is exclusively available with Land Rover's potent P300 Ingenium petrol engine.

Rawdon Glover, Jaguar Land Rover UK MD, said *“The new Range Rover Evoque HST strikes a perfect balance between dynamic performance and refined luxury. By enhancing design characteristics of the core vehicle even further, this addition to the Evoque range enables us to deliver our customers even more value and exclusivity”*

Exclusively powered by the 300hp 2.0-litre Ingenium petrol engine, the new Range Rover Evoque P300 HST brings a purposeful new edge to Land Rover's compact luxury SUV. Featuring a stealthy high-performance look inspired by the Range Rover Sport HST, the new edition is based on the Evoque R-Dynamic S and features a unique combination of interior and exterior updates.

With 11 exterior colour options, its modern and sporty look is enhanced with the Black Pack, comprising Gloss Black Range Rover bonnet script, side vents, bonnet louvres, door mirror caps and exterior accents.

A standard Gloss Black Sliding Panoramic Roof and Privacy Glass, plus unique Gloss Black 20-inch alloy wheels with red brake calipers also set the new HST apart.

The close links to the Range Rover Sport HST continue inside, where the Evoque P300 HST shares the exclusive Suedecloth steering wheel and Ebony Suedecloth headlining. Luxurious touches include grained leather seat trim, Range Rover treadplates, a Sliding Panoramic Roof and powered tailgate.



The enhanced specification of the P300 HST includes Land Rover's advanced and intuitive Interactive Driver Display with its configurable, high-definition 12.3-inch instrument cluster able to show a comprehensive array of driving information, navigation instructions and infotainment data.

Pivi Pro infotainment comes with a 10-inch deployable touchscreen and 10-inch lower touchscreen and 13-speaker 400W Meridian Sound System to bring enhanced connectivity and audio quality, while keyless entry and Premium LED headlamps, with signature DRLs and animated indicators, provide heightened convenience and sophistication.

The P300 HST accelerates from 0-100km/h in 6.8 seconds (0-60mph in 6.5 seconds). Driving through a nine-speed automatic gearbox and featuring Land Rover's cutting-edge Terrain Response 2 system, the all-wheel drive model combines dynamic on-road handling with trademark Range Rover all-terrain capability.

The Range Rover Evoque is available to order priced from £32,115 in the UK. New Range Rover Evoque P300 HST is priced from £50,440 in the UK. Configure yours at www.landrover.co.uk



Great British Car Journey motors into Derbyshire

Born from an idea spawned by a 32-year-old Austin Maestro, and after four years in the making, the UK's newest visitor attraction Great British Car Journey has opened its doors.



Making the once ordinary extraordinary, the Great British Car Journey is packed with British marques and models that dominated the roads for nearly a century. Motors fixed in our memories, like the Morris Minor, Ford Capri, and everything before, after and in between, are cars that are now so rare that you're more likely to see a £150,000 supercar on today's roads.

More than 130 vehicles now fill a former wire works factory on the banks of the River Derwent in Ambergate, Derbyshire.

Richard Usher, CEO of Great British Car Journey explained: "Four years ago, when I owned and managed Blyton Circuit, a gentleman approached me asking if I'd like to buy his 1989 Austin Maestro in mint condition with just 10,000 miles on the clock. My first thought was 'no', but it then got me thinking about when I last saw an Austin Allegro, Metro, original Mini, or even a Ford Cortina on the road. These were cars that were once on virtually every street in Britain and sold in their millions."

The seed was planted and Richard, together with four private investors, set about amassing one of the largest privately owned collections of British designed and manufactured cars in the country.

Visitors to Great British Car Journey will be guided round the exhibition with a unique handheld audio device which tells the fascinating story of individual vehicles as well as the development of the UK's motor industry.

Starting with the Austin Seven in 1922, the Great British Car Journey chronicles car design and production in the UK through to the modern-day McLaren 650S, which has been lent to the attraction by the supercar manufacturer.

Mike Flewitt, CEO of McLaren Automotive said: ***"Richard and the team have done an amazing job bringing Great British Car Journey to life. I am delighted that McLaren is able to support the exhibition which celebrates Britain's motoring history from Bruce McLaren's Austin Seven, where our brand story began, through to modern day supercars such as our 650S."***



The collection of almost 150 cars has been brought together over the last four years. One of the most difficult cars to find for the exhibition was a Vauxhall Chevette. Only a handful of Chevettes in roadworthy condition are thought to exist in the world today, despite around half a million being sold in Britain between 1975 and 1984.

Explaining his vision in more detail, Mr Usher said: ***“I really wanted the cars to tell a story, so the journey charts the growth of car ownership from Austin’s Seven to the present day.”***

“It has a motor show feel with cars grouped in the decades – or chapters - in which they were produced, with period adverts and graphics prominently displayed.

“The vehicles are easily accessible. We want people to smell the old car smell, marvel at the interiors and jog memories of trips in the family car, their first car or back seat fights with their siblings when they were growing up.

“Everyone who has been on the journey, whether a car nut like myself or not, doesn’t fail to have a smile on their face remembering days gone by. Great British Car Journey is the ultimate trip down Memory Lane,” added Richard.

And the cars aren’t purely for looking at; more than 30 of them can be driven.

For an authentic, hands-on trip down Memory Lane 32 cars, including the Maestro that started it all, are available to drive on a private road as part of the Drive Dad’s Car experience.

All the vehicles in both the exhibition and Drive Dad’s Car experience are in working order and fully maintained by Great British Car Journey’s own time-served technician and apprentice. Visitors are welcome to watch them at work in the onsite workshop within the exhibition hall.

“Great British car journey is very much a working attraction. We have a large collection of well-thumbed Haynes manuals which are regularly consulted when we need to locate a bonnet catch or various engine parts to ensure the maintenance of the collection,” added Mr Usher.

Visitors to Great British Car Journey are guided round the exhibition with the handheld audio device while an army of volunteers is on hand to explain the finer details of the vehicles, from hidden petrol caps masquerading as taillights to the split bumper on the Morris Minor and one car once owned by a British music icon.

Entry to Great British Car Journey costs just £15 for adults (concessions are available). Tickets for Great British Car Journey and the Drive Dad’s Car experience can be booked online at www.greatbritishcarjourney.com and at www.drivedadscar.com.

Website – www.greatbritishcarjourney.com and www.drivedadscar.com





LAND ROVER PHOTO'S, TOO GOOD NOT TO USE



Simply LAND ROVER

First
production
Land Rover
at Beaulieu

for Simply Land Rover

Sunday 11th July 2021



4X4 fans will be in their element at [Beaulieu's Simply Land Rover](#) on Sunday 11th July, with a fun Forest Drive, bargain-filled Rummage stalls and an impressive line-up of Land Rovers including the first production Land Rover ever built, as part of a big day out that all the family will enjoy, together.

Always an event season favourite with fans of Britain's off-roading icon, the rally will return to the grounds and parkland of the [National Motor Museum](#) for 2021 following the easing of restrictions, as the fifth of Beaulieu's 15 Covid-secure Simply rallies planned to take place this year.

A four-wheeled VIP guest to the show will be the first production Land Rover ever built, JUE 477, following its heroic restoration after decades abandoned on a farm. Painstakingly pieced back together and wearing its years with pride, this 1948 survivor is a unique piece of motoring history and will be taking its place in the show for all to admire.

Make sure to head inside the National Motor Museum to see Beaulieu's own [1948 pre-production Land Rover](#) on display. The fourth of a batch of pilot vehicles built before production started and known as 'R04', it's one of the oldest surviving Land Rovers in the world. Every era of Land Rover's long and proud history is sure to be represented in the diverse line-up, with owners of every age Land Rover invited to take part. Series I, II and III models from the early years are always well-represented, along with the immortal Defender.

Beaulieu

Look out for variations on the hugely popular Discovery as well as the iconic Range Rover, from its 1970s beginnings, up to the Sport, Velar and Evoque of today.



Land Rover drivers itching to go off-road will love the [Forest Drive](#) by Land Rover Experience West Country, with the chance to test both their treasured vehicles and their own driving skills on an enjoyable convoy along challenging woodland tracks.

There will be plenty of opportunities to find bargains in the **Simply Land Rover Rummage**, with stands devoted to Land Rover spares. Whether you are looking for much needed parts for your own Landy, or simply spot a sought-after

accessory for sale that you can't resist, this is a must-see section of the show. With complete vehicles also up for sale, maybe you'll find yourself heading home with a new project?

All tickets must be bought in advance, with carefully-managed capacity limits in place. Rally participants, planning to take part in the show with their Land Rover, can book their tickets with confidence thanks to Beaulieu's Covid-19 refund policy*. Visit www.beaulieu.co.uk/events/simply-land-rover for further details and to buy your participant tickets.

All other visitors should purchase normal visitor admission tickets, which will be available to book at www.beaulieu.co.uk from June.





With plenty for all the family to do at Beaulieu, together, Simply Land Rover is just one of the exciting Simply rallies planned for 2021. Rescheduled are **Simply Vauxhall on 17th July**, **Simply Audi on 1st August** and **Simply Aston Martin on 21st August**, while coming soon are **Simply Ford on 18th July**, **Simply Japanese on 25th July** and **Simply Mercedes on 22nd August**.



Visitor and participant tickets include entrance to all that Beaulieu has to offer, including the National Motor Museum, *Little Beaulieu*, *On Screen Cars*, the ancestral Montagu home Palace House, Secret Army exhibition, 13th century Beaulieu Abbey and the stunning grounds and gardens.

Visit www.beaulieu.co.uk for more information.

** Book with confidence, knowing that we've got you covered with our Covid-19 refund policy. If the event is unable to take place due to Government guidance, we will happily transfer your ticket to a future event or issue you with a full refund.*

Beaulieu

WOMAC

(women on the move against cancer)

Georgia Fox, Chair of WOMAC, said: “It is a real shame our February party can’t go ahead this year, but we are more determined than ever to raise as much money as possible, and who knows, maybe 2021 is the year for a summer party!”

“Over the years WOMAC has raised more than a million pounds for 60 different charities and organisations, all with the aim of supporting those with cancer. Donating vital funds and seeing the money genuinely help those suffering makes me very proud of all that we do here at WOMAC, an organisation made up of more than 50 volunteers.”

More details of ‘**WOMAC Weeks**’ will be released across its social channels in the coming weeks. Stay tuned!

Donations can be made via WOMAC’s JustGiving page by visiting:
<https://www.justgiving.com/fundraising/womac-2021>.

For more details about how to support WOMAC, please contact Georgia Fox on +44 7973 915199.

About WOMAC

Women On the Move Against Cancer is a group of female volunteers working in the automotive industry. It was established in 1979 and aims to continue the fight against cancer by supporting a variety of projects, searching for more effective treatments or improving the quality of life for cancer sufferers, their families and carers..

Website: www.womac.co.uk

Twitter: @WOMACtweets

Facebook: WOMAC – Women On the Move Against Cancer

Instagram: womacfundraising

LinkedIn: WOMAC – Women On the Move Against Cancer



FINAL THOUGHT FROM THE TEAM. A different kind of car show

HAGERTY INVITES DRIVERS TO REGISTER THEIR CAR FOR DISPLAY AT 2021 “FESTIVAL OF THE UNEXCEPTIONAL”

- Entries invited for the world-famous Festival of the Unexceptional
- Festival celebrates cars that were once a common sight but are now a rarity on UK roads
- 2021 marks the 7th *Concours de l'Ordinaire* organised by Hagerty
- Exceptional new venue for unexceptional cars as Festival of the Unexceptional moves to Grimsthorpe Castle in Lincolnshire
- 2021 Festival will be held on Saturday 31st July
- For tips on how to win the 2021 Festival of the Unexceptional, watch [Hagerty's helpful video on preparing a marvellously mundane motor car](#).
- To enter a suitable car [use this link](#)

Hagerty invites owners of deliciously dull vehicles to nominate them for a space on the concours lawn at the 2021 Festival of the Unexceptional. If you own an Opel, maintain a Morris, fettle a Fiat, cherish a Chevette or run a Reliant this is your chance to show the world your beloved vehicle.

Once again, Hagerty's annual *Concours de l'Ordinaire* is open to classic cars, motorcycles and light commercial vehicles built between 1966 and 1996, but spaces on the coveted concours lawn are limited, and owners of eligible vehicles are encouraged to nominate their entry at the earliest opportunity.

Festival of the Unexceptional is a competitive concours that celebrates the world of mundane motoring with a tongue-in-cheek take on the familiar concours format. Instead of displaying multi-million-pound vehicles and enforcing a dress code of chinos and blue blazers, cars are of the type once seen on every residential street, and dress is smart casual without the need to be smart.



Showcasing much maligned and long forgotten 'ordinary' classic cars and commercial vehicles of the late 1960s through the 70s, 80s and into the mid-90s, Festival of the Unexceptional remains the only concours that prefers a Dolomite to a Diablo, a Tagora over a Testarossa and where a Victor is preferable to a Vantage.

Hagerty believes in basic and understands the labour of love needed to keep these cars on the road. Every city has an Italian supercar specialist, but you'll struggle to find spares for a Talbot Solara regardless of where you live. You may think a supercar is a rare sight on the roads, but when did you last see a Datsun Cherry? The cars that were once every day transport are now on the verge of extinction and it takes a committed enthusiast to keep them alive.

Potential entrants are reminded the Festival, as its name suggests, celebrates the unexceptional. Spaces on the concours lawn will be awarded to a Merit over an SRi, and a City will be chosen over a Vanden Plas. Hagerty seeks the cars few would see benefit in saving, and while many luxury or sporting models from the past still have a strong following, it's the lower trim levels that will catch the judges' eye.

Cars can be offered for consideration via this link:

<https://carfestivalbooking.com/events/festival-of-the-unexceptional-2021-concours-registration>

The chosen location for 2021 Festival of the Unexceptional is Grimsthorpe Castle in Lincolnshire, offering expansive grounds to enjoy with lakeside walks, formal gardens, and a children's play area, ensuring the 2021 Festival of the Unexceptional will be a great day out for all the family.

2021 will also welcome improved show facilities with a wide range of food and beverage outlets, more display cars, comfortable seating areas, increased interaction, and entertainment as well as entertaining judging and award ceremonies.

Ticket information will be released soon. Media accreditation can be obtained via media@tonic-collective.com

About the Festival of the Unexceptional

Hagerty's Festival of the Unexceptional is a classic car show concept utterly unique in the UK that for the past seven years has successfully showcased the best examples of some of the most mundane cars ever built.



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